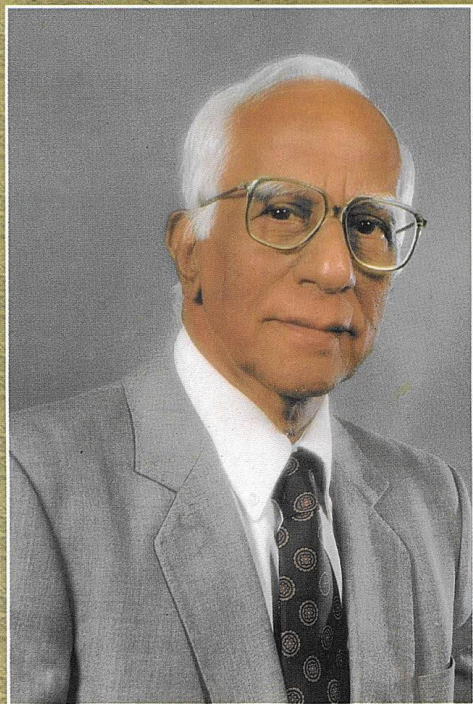


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A LEGEND IN HIS OWN TIME



P. MUTHUSWAMY

Founder

Swamy Publishers (P) Ltd.
Swamy's Matriculation School

Edited and Presented by

BRINDA VENKATARAMANAN

Managing Director

Swamy Publishers (P) Ltd.

Chennai - 600 028

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Special Souvenir



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**A collection of
Speeches, Encomiums and Tributes**

Edited and Presented by

BRINDA VENKATARAMANAN

Managing Director

SWAMY PUBLISHERS (P) LTD.

CHENNAI - 600 028 / NEW DELHI - 110 002

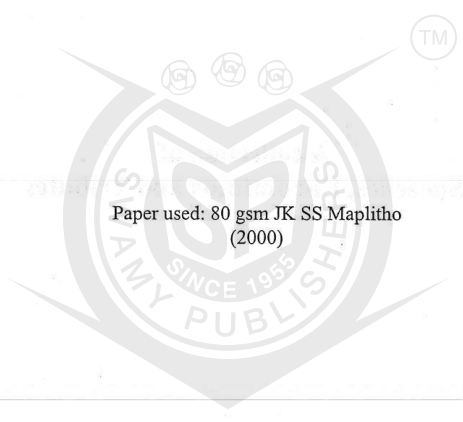
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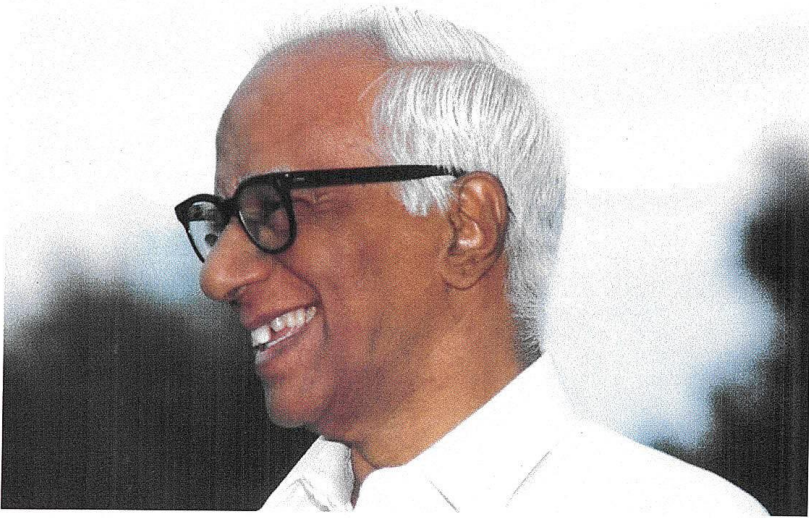
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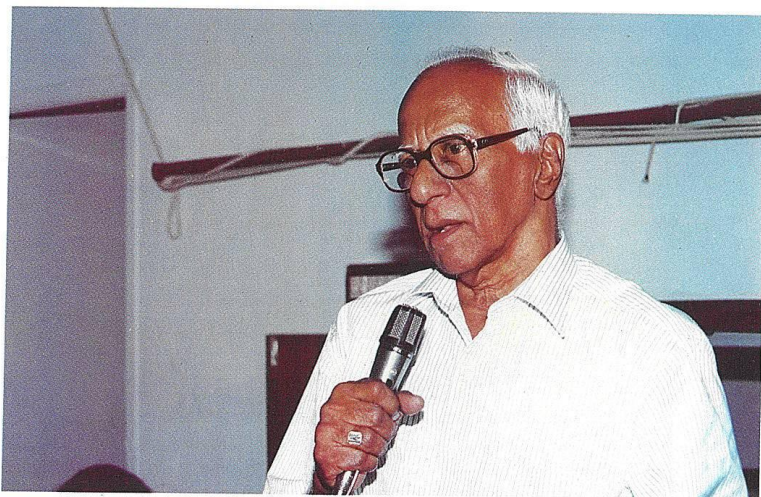
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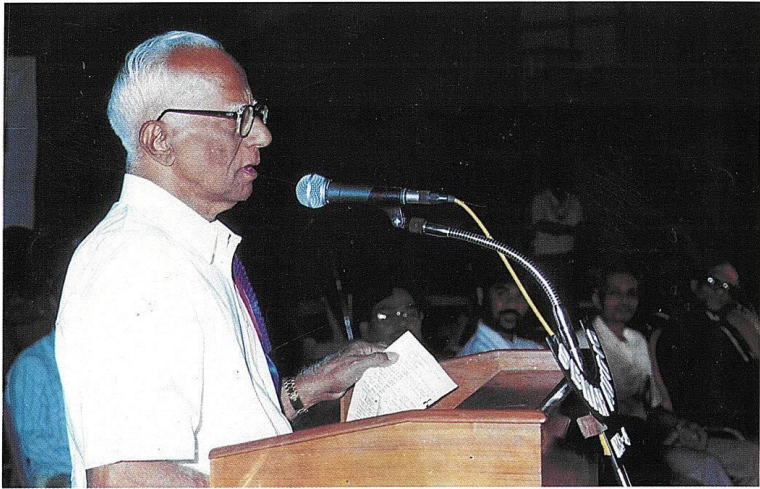
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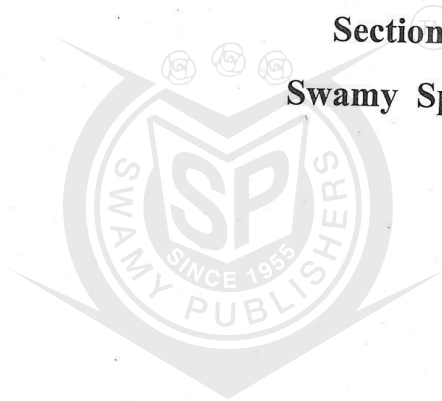
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Section 1

Swamy Speaks



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Human relations in Government service

P. MUTHUSWAMY

(Silver Jubilee Souvenir, June, 1980)

Every member of the staff of every Government organization does have certain specified assignments of duties, limits of powers and areas of responsibilities. Each functionary is expected to discharge his duty to the best of his ability. Each person holding a superior authority is also charged with the responsibility of ensuring that the exercise of his powers is justly carried out or implemented by the subordinate authorities under his jurisdiction. Does this field cover only the official authority or also his personal importance, as an individual, as a human being prone to a certain amount of pride, prejudice, ego, jealousy, vindictiveness, arrogance, self-respect, propensity to dominate over others, personal weaknesses, and so on? How many Government officers refuse to allow their official position to be subjected to any of these human failings? Should a person in authority always strive to extract personal respect from his subordinates and should he ill-treat those who refuse to demean themselves by resorting to shameless flattery and abjectly surrendering themselves to his whims and fancies? Is it not important in public life that official authority should not be mixed up with the individual likes and dislikes of the man who exercises such authority? I myself have been the helpless victim of ill-treatment at the hands of more than one boss because of my inability to wear a fawning simper. The injustice of it all has been nagging me for over thirty-six years of my service in Government and the more I look back, the more I feel that a good number of the Government Officers in position today are guilty of one or the other of these failings, only the degree varying from person to person. Here I am attempting to pen down some of my random thoughts on this aspect of Government service based on my personal experience.

Comparison is odious and more so, if one tries to make a comparison of the Civil Services in India with the Civil Services in advanced countries. Even so, even at the risk of being ridiculed, I would like to recapitulate an instance I had the occasion to witness in 1973, when I had an opportunity to visit the main office of the Bell Telephone Company, Chicago, U.S.A., (a totally private organization). I fixed up an appointment with the Comptroller of Accounts to take me around one of his accounting units. After a preliminary discussion in his chamber, we decided to visit an accounting unit about twenty miles away. After coming out of his office, he asked a member of his staff to get him a car. A car was promptly brought from the parking lot and left before him. The Comptroller asked me to get into the car and he himself drove all the way. He had to help me too in putting on the seat belts, otherwise, his car wouldn't start! When we reached the destination and entered the computer unit, none of the subordinate staff seemed to take particular notice of his entry and all were busy with their work. Even when the Comptroller went to the table of an Assistant and asked her to explain certain things to me, the Assistant did not get up from her seat, but in minutes

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she explained to me what was required, and the Comptroller was all the while standing. What a contrast with the position obtaining in our country? Our Manager cannot move without a staff car driver. When he enters any subordinate unit, the entire office staff should rise from their seats—to show their respect to him. Some officers would receive him at the outer gate, some one would carry his briefcase and some would also accompany him up to his office, whether it is necessary or not. In our country, there is a tradition (I cannot merely dismiss it as perhaps a legacy of the British rule, because the Americans too had their taste of colonial rule) that every superior officer expects his subordinates to recognize his superiority as an individual and there should be a boss worship, something akin to, if not more than hero worship! This ego is the origin of all likes and dislikes and of the personal treatment (good or bad) meted out to the subordinate in their official life.

I can cite a number of instances from my own official career to illustrate how a boss's individual likes and dislikes play a vital role in the treatment meted out to his subordinates in Government service. Since, however, such a catalogue of personal experiences may possibly detract from it much of the seriousness of what I wish to emphasise in these pages, I have narrated such episodes elsewhere in this souvenir under the caption—"My Trials and Tribulations".

In considering the Government employees' career events such as crossing the efficiency bar, reduction of pension for unsatisfactory service, confirmation and promotion, the power of the superior officers had till recently been to a great extent absolute and arbitrary.

The power to stop an official at the stage of an efficiency bar was vested in the disciplinary authority empowered to withhold increments. Now Government have vested the power in a committee and this committee is to be the same as the departmental promotion committee empowered to consider the confirmation of the Government servant concerned. This procedure has in a way taken away the arbitrary powers from the individual disciplinary authority.

The power to reduce pension for unsatisfactory service was vested in the appointing authority and was also all along more or less arbitrary. However, subsequently, a saving clause was introduced that the Government servant should be served with a show-cause notice specifying the reduction proposed and he should be given an opportunity to represent against the proposed reduction within fifteen days of the notice. This power was also arbitrary, because the appointing authority was invariably guided by the recommendations of the immediate boss on the affected Government servant. Now this power has been completely taken away and pension cannot be reduced. The rule providing for reduction of pension for unsatisfactory service has since been cancelled.

The power to withhold the confirmation of an official as well as the procedure of departmental promotion committees for deciding promotions is still not free from arbitrariness. The members of the Departmental Promotion Committees have no means of knowing the individual capabilities of the employees concerned. Their decision is

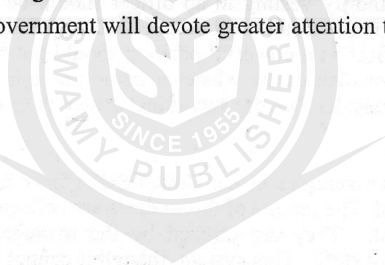
solely based on the entries in the confidential reports written by the immediate superiors and countersigned by the next higher authorities. Here again likes and dislikes do play a prominent part. If a boss does not like a particular Government servant, he would just write a colourless, though not an adverse report. The Government servant has no means of knowing what has been written about him, but a colourless report will definitely let him down without his knowing about it, (will eliminate his chances of being considered for out-of-turn promotion). These defects are inherent in the present system of deciding the promotions of Government servants and though unsatisfactory, the present system has to continue in the absence of a better system. What I am trying to emphasize here is that, individual likes and dislikes do play a very great part in deciding the fate of many Government servants though by and large, many meritorious people do get rewarded. In my own case, my promotion as Accounts Officer from the level of a Senior Accountant was affected because of the vindictiveness of a particular officer who acted as the Secretary (putting up the papers) to a Departmental Promotion Committee. It was on my persistent appeal and personal efforts that the Honourable Minister for Communications interfered and restored justice to me. This cannot be got done by every individual. The present system, in my opinion, does require revision.

It is necessary that the outlook of people in Government service should undergo radical changes. The authority vesting in an officer should be strictly limited to his official jurisdiction and should in no way be allowed to pervert the personal treatment of a subordinate. An Officer in a powerful position should not be allowed to consider his department or circle or district, by whatever name the unit may be called, as his personal domain nor to consider that the subordinates owe their existence in service to his mercy.

The more advanced universities in the United States have a system by which the students rate their masters! The reports of the students are collected by the management and are kept confidential. They are utilized by the management in deciding the promotions of the teaching staff. This system, though it cannot be followed *in toto* in the circumstances prevailing in our country, should be a pointer to us. It is my considered opinion that the management information system in Government offices should include a feedback to rate the behaviour of superior officers towards their subordinates in the field of personal treatment meted out to them and also in regard to the freedom given to the subordinates, within the framework of the rules on the basis of the powers and responsibilities delegated to the subordinates. In other words, the extent of bossism and its nature should be clearly available to the top management in regard to each of the officers under its control. Possibly the feedback, if it is to be substantially correct, may have to be some sort of rating from the subordinate on his boss. The subordinate should be free to express whether his day-to-day functioning is being obstructed by the boss and whether his (subordinate's) personal life is being affected or influenced by interference or ill-treatment by the boss. A boss owes it to his position to look after the official interests of each of his subordinates through three main tools of management, viz., education, sampling and direction and the subordinate should be asked to express the extent to which the boss has been able to influence him

(the subordinate) in respect of each of these tools (aids). If there can be a healthy device to arrange the feedback on these lines, I am sure, that the present practice of certain unscrupulous officers converting their jurisdiction to a bastion of unquestioned authority can be controlled, if not totally eliminated. Decades back, when I was a novice on the personal staff of a head of office assisted by officers in all levels, the old man was going through a confidential report written by one of his middle level officers on a subordinate and remarked, "Very few officers are aware that when they write the confidential reports of others, they are writing the reports on themselves too. The manner in which an officer writes a confidential report clearly shows what type of officer he himself is". Young as I was in age, I could only half-comprehend the wisdom of this remark. But these days we have very few officers who have the time and patience to assess the character of an officer even from the reports written by him on others. More than rules and regulations for achieving this object, I am of the view that there should be a general change in the outlook of those vested with administrative authority. Perhaps to some extent, a reorientation in the training programmes, especially in personnel management, for the direct recruits as well as those in service after recruitment, promotion, etc., might generate awareness to responsibility, objectivity and devotion to duty and foster a more harmonious relation and more sympathetic understanding between officers and subordinates at all levels.

I do hope, that Government will devote greater attention to this aspect in the years to come.



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Productivity

P. MUTHUSWAMY

(Speech on "Human Excellence", February, 1981)

Ladies and Gentlemen,

ॐ पूर्णमदः पूर्णमिदं पूर्णात्पूर्णमुदच्यते ।
पूर्णस्य पूर्णमादाय पूर्णमेवासवशिष्यते ॥

The over simplified meaning of this quotation from the Is(h) a vasya Upanishad in its mundane sense is: infinity minus infinity is equal to infinity. The meaning is rather puzzling. We can understand $a-a = 0$. But infinity minus infinity — can it still be infinity? Yes. Knowledge is infinite and when knowledge is given away — even the whole of it — it still remains infinite. Human excellence lies in the pursuit of this supreme knowledge through all means, however imperfect the means may be. It is this supreme knowledge that, according to the highest philosophy, has produced this universe and it is the bits and pieces of knowledge — what perhaps we call education — that have produced arts, literature, philosophy, religion, science — every branch that goes to make a culture and a civilization. The impact of the various branches of knowledge organizes a society, an organized society produces a culture and a culture produces a civilization. In short, knowledge as a measure of education (or vice-versa?) stimulates productivity, which in turn, raises the standards of society.

What is Productivity?

Productivity, as we are all aware, in its pristine sense, is the creation of the capacity or ability to produce. It can be defined as the ratio of output to inputs in contrast to production which denotes only the quantum of output. Productivity is the ratio of the goods and services produced to the quantity of resources employed.

Scope of this Paper:

I am afraid I shall be a disappointment to this learned audience if they expect to hear me define and discuss productivity in its economic sense, talk about the syndromes of high productivity, low productivity, marginal productivity, etc. Within the scope of this paper, I will not be dwelling on the aspects relating to industrial productivity. I will confine myself to productivity as applied to social and cultural excellence of the human being in a general way.

Productivity — Progress — Civilization:

Our sciences and technologies have far advanced and improved productivities in all fields to levels we could not have dreamt of even a few decades back. These heights have been achieved by the efforts of men, over the centuries in their ceaseless pursuit of knowledge of arts and sciences. The arts and sciences are the products of the creative

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and intellectual faculties of the human being, that tell us what is excellent in human nature and life. Human excellence comprises the ability to see ahead, to view objects and emotions under the aspect of eternity and interpret the lessons taught by them. This, then, in essence, is the origin of productivity. Newton and Einstein saw the same phenomena which we see almost daily — but they saw deeper into them and gave us the laws of motion, the theory of relativity and the unified theory. This is true of every great thinker, inventor and discoverer, the Buddha, Shankara, Galileo, Kepler, Benjamin Franklin, Edison, Michael Faraday, Rontgen, Madame Curie, Marconi, Pascal, Baird, Dalton, etc. They have sought to interpret the eternal laws to us and their philosophy, discoveries and inventions have made a tremendous impact on human outlook, on the ways to create and provide facilities for the benefit of mankind and have changed the course of our lives not a little. Every little invention is an incentive to production and every incentive to production takes man a step further up the ladder of progress and civilization and so too the thoughts of the philosophers.

Productivity — Culture — Continued Prosperity:

Many of you among the learned audience gathered here, (belonging to my age group) may recollect that in the early 30s Japan was known for its cheap products in the international market. The quality of the products was also inferior. Gradually the Japanese went on advancing both in quality and in quantity. The nation even got involved in the ravages of war. In spite of this, with not much natural resources to speak of, the nation has now attained enviable progress only because of its high productivity. A Japanese mill worker with machinery turns out four times the output of an Indian worker. How? This is because the average citizen of Japan is socially and culturally of a very high standard, with a sense of responsibility and devotion to duty. No one who has met the Japanese at close quarters will fail to miss the cultural attainments of Japan. The courtesy the Japanese extend to their visitors and guests are a measure of their cultural excellence. All the developed nations in the world have raised themselves by raising their production — increasing their productivity — through dedicated hard work and their cultural standards have correspondingly gone up. Productivity increases wealth. Wealth produces stability and spreads education and these in turn produce a refinement in life and help to evolve an outlook that appreciates and stimulates the finer arts such as painting, music, etc., and literature. This cultural excellence in turn increases productivity and the cycle goes on. Continued prosperity is the achievement that results.

Collective irresponsibility leads to fall in productivity:

All of us here often witness several forms of strikes, hartals, dharna, go slow campaign, etc. What are these? We all know that all these curb productivity. They are the outcome of the lack of a sense of participation and devotion to duty. A strike in a mill in support of a demand for increased bonus may be welcome from the individual worker's point of view. But what happens? The entire production during the period of the strike is lost. Even thereafter, it takes a long time for things to get stabilized. Let us consider even Government Offices. It is my personal experience as a Government

Executive that the productivity in various clerical and supervisory levels is hardly 30%. People work only for 2 to 3 hours per day. There are many who do not do any work in a day, but still get the pay for that day! The work of such persons is made up by the work of a few who toil. The entire Government machinery pulls on with the work done by a minority group of people giving major output.

Cultural Excellence — the yardstick:

The same is the case with most of the nationalized organizations, such as Banks, Public Undertakings, etc. You enter a Government Organization and see the atmosphere there. You also enter a private office and compare the set up with that of the nationalized one. What a difference between the two groups of people! The worker in the Private Sector does exhibit a greater sense of discipline and devotion to duty. Why is this difference? This is because of the difference in the conditions of service that create different outlooks. The lack of production incentives in the nationalized sector tends to create a tendency to be indolent. Work or no work, you get your pay! Thus when men are indolent they cease to be productive. As a result, culture decays and nations can even perish. This has happened to Greece and ancient Egypt, and may possibly threaten our country too. Does this conclude that the yardstick of cultural excellence of a society is essentially the measure of its productivity?

Re-orientation of our cultural heredity:

To find the answer to this question, we have to shift to a larger perspective of the less recent past and go back a thousand years or two. Our historians tell us about the Golden Age of the Gupta dynasty, when we excelled in literature, sculpture, astronomy and other branches of mathematics, medicine, philosophy and nation-building in all arts and sciences and all these brought about a cultural affluence. Could it be that these achievements had a really direct relation to productivity and did we produce any material in an increased measure? Yes. Compared to the standards of the times, we did excel in our productivity in agriculture, clothing, building, communication, fulfilment of the comforts that the standard of living demanded at the time, and above all set our vision high — on the higher values of life. The resultant cultural heredity has sustained us through the intervening ages and will continue to sustain if only we re-orient ourselves to the needs of modern living without losing sight of the basic values of culture and tradition, strive our best to improve our standards of education and utilize them to fulfil our needs.

Dedication to human excellence:

We should not merely bask in the glory of our ancient civilization. We should dedicate ourselves firmly to the basic values of human excellence — integrity, friendliness, compassion, unselfish service and ceaseless pursuit of knowledge. Swamy Vivekananda made the clarion call, “Arise, Awaken, Stop not till the goal is reached”. We are doubtless aware that the goal is not exclusive asceticism, for the philosopher-monk was an intensive humanist, did not canvass total renunciation, but

exhorted us to discharge unstintingly our commitments to the uplift of the society and service to mankind.

Conclusion:

Let me conclude this speech with one word of caution — if we do not remember the basic values of human excellence, our productivity could lead us to destructive uses. If humanity is to advance in its values, we have to strive towards the uplift of social and cultural excellence of mankind. To this end we have to see that every minute of ours is productive. Every act of ours should create something that is useful to the world at large.

Thank you, ladies and gentlemen.



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Founder's Address by Shri P. Muthuswamy

(Junior Block Inauguration Souvenir, May, 1995)

Matha, Pitha, Guru, Daivam. My parents are not alive this day. Out of my *Gurus*, two are alive, one at Tiruchirappalli, and another residing at Madras. That Tiruchirappalli *Guru*, Professor Calculus Srinivasan is now 87 years young. That is what he has written in his own handwriting. He was my Calculus teacher in my B.A. degree course. In his subject throughout my B.A. degree course, I was getting cent per cent in all the papers on Calculus. He was one of my most affectionate teachers. I went all the way to Tiruchirappalli last month to get his blessings for this inauguration function. The other *Guru*, Fr Lawrence is right before us— Rev. Fr V. Lawrence Sundaram. He is here out of affection for me. He has come from Loyola College to bless me on this occasion and to bless this school. I was his student, hearing his lectures every day for four years at St. Joseph's College, Trichy. I am going to hear him again today after 55 years of break. My *pranams* to both the *Gurus*.

My biography in a nutshell. I was born in a poor family in a small village with a population of only 600. I was studying for four years in a *thinnai pallikoodam*. Then I went to Tirukattupalli High School, founded by the late Sir Sivaswamy Iyer. But for that school I would not be what I am today, speaking before you. I would have been an uneducated villager. Later, I moved to Tiruchirappalli studying under the Principal Rev. Fr Jerome D' Souza of St. Joseph's College, who was kind enough to give me a scholarship in those days. I got into the Postal Department, worked my way up, step by step, and got several promotions, some of them out of turn. After serving in Delhi, Bombay, Calcutta, I finally retired in Madras as a Director of Accounts and Finance from Madras Telephones. I was successful in another line of activity, in publishing books. With the Government's permission, I started publishing books. Now I have got about a hundred books, all authored by me and published by my publishing Company. My company is the greatest one author-one publisher company in the entire country, serving the Central Government offices. I think there is no Central Government office today which does not have our publications. The entire administration is run with the help of our publications. And there is no competition at all in this line. We hold the monopoly. That monopoly has made me more humble.

I will now tell you about the motivating force in starting the school. When I became successful in life, I was successful in the publishing company also. This gave me a lot of profits. After my retirement, the company expanded. Now we also have a branch in Delhi managed by one of my daughters. This gave me good profits in business. I did not know what to do with the profits! I could go on counting the cash everyday and putting it in this bank and that bank, multiplying it, doubling it in four years and do all that. But what is the use of all that property? I started a Trust 14 years back for educational and charitable causes. We gave scholarships. We gave marriage aids and medical aids and so on. Finally, it occurred to me why not do something constructive, something

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permanent which can go on for years? So I thought of an Educational Institution on the lines of Sir P.S. Sivaswamy Iyer. I am, however, no comparison with him. He started a school in Tirukattupalli. During his retired life, he sold his palatial house in Mylapore and gave away the money to two schools and moved to a rented house. I am not able to do it. I am nowhere near him. My house will go to the Trust only after my lifetime.

I have been telling you, I did this, I gave this medical aid, I gave my property to the school with all these lands which are going to the school. The land was in my name and I transferred it as a gift to the Trust. I did this. Who is that "I"? I am not "I". If I am not "I" then who am I? That is the question to be answered. I can only be an instrument of God who wished to create a school for the community here.

I gave my property. What is my property? Can I call anything as my property? I brought no property into this world when I came. I cannot take away any property when I go. Then what is this property? It is only an illusion. As long as we are alive we say "this is my property, that is my property". There is absolutely no use of such property unless it is used for a good cause. That was my motivating force in starting an educational institution and giving away all my movable and immovable assets to the Trust to run an educational institution successfully for the benefit of the people. So I gave away what all I had to the Trust and the school is before you now.

The policy of the school shall be that the capital will be provided by the Trust. The entire building, the laboratory, the library and such other capital expenditure will be provided by my Trust or my own funds. My publishing house will hereafter year after year, transfer all the surplus profits to the School Trust. Whatever savings I have after meeting my personal expenses which are very negligible will go to the Trust. After my lifetime, my house will go to the Trust. After my lifetime my income will also go to the school. You can wonder what income I can have after my lifetime. The income from the publications in the form of royalties will also go to the Trust for sixty years after my lifetime. These funds will meet the capital needed for the further development of the school.

My aim is that, this institution should become the best or at least one of the best in Chennai city, if possible, in the entire state or in the entire country. I will live for the school and I will work for it. To make the school one of the best or the best we want talented teachers. We will recruit talented teachers. It is not merely enough to get talented teachers. We have to retain them. We will pay adequate salaries to all the teachers. That is the most important factor in today's educational system. If you take a survey, you may see how many schools pay adequate salaries. You can just count them with the fingers. So we will pay adequate salaries to talented teachers so that the best children come out of the school. I do not want to comment on the present day pay structure for the teachers. We recruited one graduate trained teacher. She was getting Rs. 600 in a local school. For a graduate teacher with two degrees Rs. 600 per month! An unskilled worker earns about Rs. 100 per day. Unfortunately our country has turned out so many trained teachers. They are not able to get good jobs with proper salaries.

We will try to improve their lot by giving them substantial pay so that they may be dedicated teachers, love the children and impart proper education to them.

This is a baby school, just born today. We are not experienced in running schools. I am experienced in the publishing line and as a Government officer. But myself as a school Founder or my daughter as a Correspondent, we may not have much experience. But with all our ideals in life we will see that this school comes out as the best. In that process we may commit mistakes. A child commits mistakes. The child crushes his finger. The child will not put the finger again near the door. We learn by mistakes. So, if we commit the mistakes in the management of the school, I would request the parents who are gathered here to pardon us and bear with us. Once we make a mistake, we learn; we will not make mistakes. We will see that the children come up and that is our aim. We will pursue that aim.

I am now coming to the question of donations. When I started this project, I had bank balances which I gave to the Trust. I just tried an idea. On the advice of my friends in the P & T Accounts Service, I made an appeal through my monthly magazine. I have so many students who are *ekalivas*, who have studied my books and passed several examinations and got promotions. So I appealed to all those people. I sent a written appeal through my monthly magazine to donate for the cause of education. The response was tremendous. I never anticipated that much response. There are people who have not seen me at all. And I have not seen them. They have donated generously. Some have donated even small amounts. One Postal Accountant went round offices and collected Rs. 1, 2, 5, 10 and sent a cheque for Rs. 2,000. Some of the letters received from such donors have been published in this magazine which is released today. That is the response from my own students, from my colleagues and several pensioners. One pensioner aged 90 has donated Rs. 1,000 from Coimbatore. That is the response I got for this noble cause. So I am now standing for this noble cause. I'll live for it and I'll work for it.

Now, when I collected so many donations from outsiders whose face I have not seen, I am going to make one donation compulsory from all of you here. Please don't run away. The word donation and school are interlinked. Probably, the next edition of the Oxford Dictionary will define donation as a compulsory levy made by schools in India from the parents at the time of admission of their wards. I am only mentioning it in a lighter vein.

I have told you that I want to work for this school and live for the school. So, for another 8/10 years I need Rs. 200 lakhs for stabilizing the school. This Rs. 200 lakhs I will find out from my own publishing company year after year, from my own personal savings and my property which was with me and my future royalty. So I have got every hope that I will be able to provide the capital base for the school, because it is not required today itself. It is a spaced programme. I will try to make it.

But one donation that I want from you all is, you please raise your hands to God and pray that He should give me some more active years, some more healthy years, so that I can work for the school, stabilize the school and make it one of the best. You can give this donation and still keep it with you!

Father Lawrence was my *Guru*. I was his student, hearing his lectures everyday for four years in St. Joseph's College and now I am going to hear him again after 55 years of break. He will bless me and this school.

Thank you all.



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Speech by Shri P. Muthuswamy

(Central Government Employees' Welfare Co-ordination Committee's Annual Meet — 8-3-1996)

Hon. Justice Balasubramanian, Mr. Jayaraman, Director-General of Income Tax, Mr. Balasubramanian, Secretary of the Committee, Mr. Prabhu Devaa, My dear Central Government employees who are my children and grandchildren—

It is indeed a great honour that you are showering on me today by this felicitation. I wonder what I have done to deserve this. I have only done my duty in discharging my obligations to the people whom I have been serving. For my service which is part of my duty, I have already received salary from Government. For the books which I have brought out, I have only sold them to you all. I am overwhelmed by the great love and affection shown by you and my *Sishyas* all over the country.

If I have come to this status today, it can only be due to the blessings of my *Gurus*. One such *Guru* is sitting right before me in the front now—Rev. Fr V. Lawrence Sundaram who was my English Teacher for four years when I was his student in the St. Joseph's College, Tiruchirappalli, in the late Thirties. He is now 84. He has come all the way from his residence in Loyola College to bless me and enjoy his student being honoured. *Namaskarams* to you—Father.

After entering the Postal Department in 1941 in the clerical level, I became an Accountant in 1951 and I was conducting free classes for my junior colleagues appearing in departmental examinations. I used to give typed hand-outs before commencing each class. I presented the subjects in simple language, as distinct from the verbose originals of the complicated rules. I omitted all obsolete rules which had no application at all. These hand-outs formed the base for my books which were successful later.

In due course, I got the monopoly in the field of Government literature. Recently the South African Government appointed a dignitary based in U.S.A. to publish books on service rules for their Government by adapting our rules. He wrote to the Government of India and unable to get any matter from them, he finally landed on us.

Besides various books on service rules, we now publish CASE-LAW DIGEST which helps the Government employees and is cited as authority by Central Administrative Tribunals and the Supreme Court. Then comes the monthly journal *Swamysnews*. In the section READERS FORUM, we help the Government employees by giving interpretations on Service Rules. When they are unable to get a fair treatment from the offices in regard to their personal claims, they come to us for rescue. In most cases administrative officers are afraid to act liberally out of ignorance. They generally follow a play-safe policy. Such ignorance is removed by this monthly journal *Swamysnews*. To quote an example. You are entitled to Encashment on Leave at the time of retirement. The rule says "one time settlement". Somebody got his settlement,

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after his retirement. Subsequently his pay was revised and the Dearness Allowance was also increased. The Accounts Officer said, "You can have the arrears of pay and allowances. But I will not give you arrears of encashment of leave, because the one-time settlement is already over". In such cases we come to the help of the aggrieved employees.

In day-to-day working, if you are in the position of an Administrative Officer, or an Accounts Officer, you have to see that the intention of the rules is to help the employees and not to show a rod and then apply the rod on them. I will give you one or two examples. There was an Assistant Engineer from Delhi who was admitted in a Madras Hospital. He died. His wife had no money even to settle the bills of the Hospital. Somehow, friends gathered money and got the body out. Then somebody approached the Postmaster-General, Madras. "Can you help Sir? He is a P & T employee of Delhi. Can you pay some amount?" He said, "No. If at all there is anybody, you may go to Muthuswamy." They came to me. I immediately ordered the issue of a Cheque. "Let us adjust the accounts later". I wrote to the Delhi Office to adjust it from the retirement dues which normally no Accounts Officer will do. (Because they go by the rules and say "I am Sorry, I don't have the power"). My advice is—"Let us see the powers later. First of all help the person concerned".

In another case, when I was working as Administrative Officer in the Telecom Maintenance Region, I was on leave. One day the Boss, our Director (now the Chief General Manager), phoned and asked me to cancel my leave and join duty immediately. I could not understand. "Why?" I asked him. "Sir, I have got only another ten days leave". "Do you need the leave?" he asked. I said "No, my work is over. If you order me I can join immediately." He said, "I want you to join duty tomorrow at 10 o' clock. You need not see me before joining. That formality you can skip. Please go to your seat straightaway and join duty". The substitute who was officiating in my place in the leave vacancy had to be reverted. He felt sorry. "Why are you reverting me ten days before? I wanted you to extend the leave". "No, this is the order of my Boss. I am joining".

After joining I learnt that one of the Class IV employees of the Office died on the previous day. Immediately I asked my staff, whether they paid the immediate relief to the widow of the deceased Class IV employee? They said that it was not paid as the Administrative Officer had raised an objection that the widow had not given the declaration that this payment may be adjusted in the retirement gratuity and other dues. I immediately called the people and sent two persons to the widow's house. They paid Rs. 500 (in those days it was Rs. 500) to the widow and got her signature on a blank paper and returned to the Office. I then observed the other formalities. Sanction was issued, everything was done after that. In the evening I saw my boss. Then he asked me "What happened? Somebody died in your Office?" I told "Yes Sir, I have done this". "It is only for this purpose you were recalled from leave. I knew you would do this. I wanted to see whether you would do this without my telling you to do so".

I will tell you another incident. When I was in Madras Telephones as a Director of Accounts, one Divisional Engineer suddenly died of heart attack. Within three days I sent my team to his house to prepare all the claim papers for the retirement benefits. At that time, the widow's relative — Mr. K.V. Srinivasan, the Postmaster-General of Kerala, Trivandrum, was there (He retired as Member (A) of P & T Board in 1980). He did not know me before. He was wondering—whether this was being done for all the employees. Then he came to the office, congratulated me and asked me, “Are you doing it for all?” Yes, I am doing it for all people”. I don't know whether this system is being followed today!

See, this is the way in which people in power in the Government offices should work. When the matter of welfare of the employees comes, you must act with courage. You don't worry about the Audit objections. Audit objections are always post-mortem. You can face them so long as your intention is clear; so long as your hands are clean, be courageous in helping the people. Even if you commit a mistake, it can be rectified later. That has been the policy which I had been adopting all these years. That is why I am what I am today. If somebody retires, pay his dues on day one. At least a major portion you may pay him on day one of retirement and other formalities can be gone through later.

So, many VIPs have spoken, honouring me. My Sishyas all over India have honoured me. When I started the School I appealed to them through my magazine. I did not expect such response at all. I expected it only from known people. But I found, people whom I did not know at all, responded most generously and out of a total donation of about 11 lakhs, (including my Company's donation, my personal donation), nearly Rs. 6 lakhs has come from the Central Government employees. Such a mighty figure. That only means, that Sishyas have respect for *Gurus* even today. That culture has not vanished. I am thankful to you for this great honour conferred on me. I consider this as the gratitude of my Sishyas towards the *Guru*.

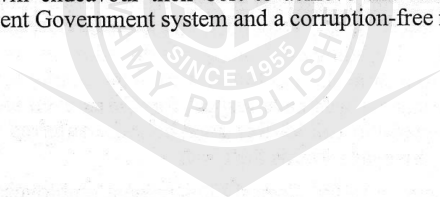
I will continue this service to the Central Government employees and to the little children, my grandchildren in the school which I have started. I am going to divert whatever you pay me for the books and other services rendered by Swamy Publishers (P) Ltd., and my personal self. This will go to the School. This is your money which is running the School now. I thank you all for the honour that you have conferred on me on this day. Thank you all.

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From The Founder

(Swamy's Vision, 1998)

The phenomenal exposure of our children of the modern days leading to a fast acquisition of knowledge, and the socio-economic changes in our post-Independence era are bound to have their impact on the trends and ideals of education in our country. While we have definitely advanced in industrial and agricultural growth, the same cannot be said in regard to development of cultural and moral values in public life. Our country's ranking No. 8 amongst the corrupt nations of the world does not definitely augur well for the future. Though decline in efficiency of administration may be a world phenomenon, we cannot close our eyes to the deteriorating moral standards in public life— especially when we look back with pride on our past history. However great our advancement in the industrial and economic fields may be, our real growth will be nullified unless we maintain a high cultural and moral standard. There can be no doubt that the moral aims of school education should lead our children towards an honest service to the nation. The present generation of children are our future nation-builders. The attainment of our object depends to a great extent on the healthy atmosphere of the school and the spirit by which the teaching staff are animated. I hope our staff will endeavour their best to achieve this ideal and lead the children towards an efficient Government system and a corruption-free nation.



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Speech Delivered by Shri P. Muthuswamy

(Annual Day Function – 27-2-1998)

Respected Vice-Chancellor, Other Guests, Parents, Staff Members, Students, Ladies and Gentlemen. It gives me an immense joy to stand before you and open out my heart on this happy occasion. The presence of hundreds of my great-grandchildren here adds to my joy.

Today the school has been blessed with the addition of a library, big enough to meet the future requirements of the school till the school reaches its maximum capacity. My desire that the library should be inaugurated by a learned educationist has been fulfilled today. I thank you Sir, for the good wishes and encouraging words expressed by you.

Muthulakshmi Memorial Library has a legend. It is named after my Mother who passed away when I was born after years of her penance. You know penance means 'Thapas'.

தபஸ் என்றால் இப்பொழுது நாம் T.V.-யில் பார்க்கின்றோமே ஓம் நமச்சிவாய என்று, அந்த மாதிரி தபஸ் இல்லை, எங்க அம்மா பண்ணின தபஸ். She wanted to have a son. My father was in the hospital in a serious condition, almost sinking. அந்த மாதிரி இருக்கும் போது கடவுளை வேண்டிக்கொண்டு daily பூஜை பண்ணி Cement தரையை அலம்பி அதுவேயே சாப்பிடுவார்கள். இலையோ அல்லது தட்டோ போட்டு சாப்பிட மாட்டார்கள். கடுமையான விரதம் இருப்பார்கள். ஒரு புத்திரன் வேண்டும், அதோடு Husband-ம் பிழைக்க வேண்டும் என்று. சாவித்ரி-சத்யவான் கதை படிச்சிருப்பீர்கள். அந்த மாதிரி Prayer பண்ணி, அதற்கு பிறகு எனது அப்பா Hospital-ஸிலிருந்து வந்தார். பிறகு ஒரு வருஷத்தில் உடம்பு நன்றாக குணமாகி, அவர் Normal நிலைமைக்கு வந்த பிறகு நான் பிறந்தேன். அதனால், நான் எங்க அம்மாவுக்கு தவப்புதல்வனாக இருந்தேன். கடவுள் கிட்டேயிருந்து பிச்சையெடுத்துப் பிறந்த குழந்தை என்பதால், பிச்சன் என்று பெயர் வைத்தார்கள். எங்கள் ஊரில் இப்பொழுதும் முத்துஸ்வாயின்னா தெரியாது. நான்கு, ஐந்து முத்துஸ்வாயி இருக்கிறார்கள். 'பிச்சன்' என்று சொன்னால் நான் தான் என்று தெரியும். தவப்பிச்சை எடுத்து பிறந்ததினால் ரொம்ப அன்பாக வளர்த்தார்கள்.

She had an ambition that I should become a graduate and also get a Government job. Government job was in those days very prestigious. Private sector was not attractive. She shifted our establishment from my village to Trichy, took a rented house for Rs. 3 (அந்த ரூட்களில்), and admitted me in St. Joseph's College in the Intermediate — a

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two year course after S.S.L.C. My father's reserves — a village agriculturist — were totally exhausted in those 2 years. No money was left for the B.A. Degree Course. There were only three options. One — To stop my further education at intermediate. Two — To borrow money and go through the Degree Course. Three — To approach my father-in-law for financial help. My mother was not prepared to stop my further education. The 2nd option — My father was not for borrowing. He never borrowed in his life. Both were not willing to approach their *Sambandhi* on grounds of ethics.

My mother got the approval of my father to sell her jewels. I sold them and deposited the money into the bank. Just Rs. 600 which carried me through for two years with a monthly budget of Rs. 25 for a family life in the town at Tiruchirappalli. The balance, at the end of two years after meeting the expenses for attending the Convocation at Madras, (receiving the Degree from Vice-Chancellor's hands personally in those days) was Rs. 25 out of Rs. 600, with which my mother got me a wrist watch — a reward for getting a First Class Degree.

I first got admission into the B.A. (Hons.), a prestigious course of 3 years. It was equal to M.A. in those days. Admission was given to the Hons. Course only to the bright students. After examining my budget, I requested the Principal to change me to the B.A. Pass Course of 2 years. The Principal, Rev. Fr Jerome De Souza wondered why I was going in the reverse direction from 3-year course to 2-year course. I narrated the whole episode of my selling my mother's jewels, depositing the money into the bank, and how I had funds only for two years. He gave me a scholarship and asked me whether I would go through the Hons. Course. I told him that I liked to study Sanskrit which was available only in the Pass Course of 2 years. He sought an assurance from me that I would get a prize in Sanskrit and I did achieve that.

Incidentally, the Principal asked me whether my mother was not unhappy in selling the jewels. I told him that my mother wept while giving me the jewels in my hands for sale. எனது தாயார் அப்பொழுது விக்கி விக்கி அழுதார்கள். எதற்காக அழுதார்கள் என்று எனக்கு அப்பொழுது புரியவில்லை.

I also explained to him how I taught her a bit of economics, as a college student supporting the wisdom of utilizing the unproductive asset of jewels. அம்மன, jewels-ஐ உபயோகம் இல்லாமல் பூட்டினானே வைத்திருக்கின்றாய், என்ன பிரயோஜனம்? அதை என் படிப்பு செலவுகளுக்காக பண்ணினால் நல்லது தானே? நான் சம்பாதித்து திருப்பி செய்து போட்டு விடுகிறேன் என்று explain பண்ணினேன்.

The Principal called me to his room at the end of the day and explained how the value of the jewel was not just Rs. 600. For a Hindu lady, and that too a brahmin lady, the

jewel's value was not in terms of Rupees. It was her husband's gift of love and affection — an invaluable asset. He spent about half an hour in teaching me values in life and the value of my mother's sacrifice for my sake. I have now forgotten all the Mathematics and Shakespeare that I had learnt in the College, but I am unable to forget the preaching of the Father-Principal to me about values in life. ரூபாய் 600-க்கு மதிப்பு கிடையாது. ஆனால் அம்மாவின் Sacrifice-க்கு எத்தனை value இருக்கும் என்று அவர்கிட்ட படிச்சுக் கற்றுக்கொண்டதை இன்னும் மறக்கலை.

Let me come back to the naming of the Library. My mother died three years after my graduation. She saw me getting a Government job and also a child before she died. But I could not get a chance to give back her jewels. I could not return my debt of gratitude to her when she was alive. My naming this Library after her name is just symbolic — an ஆத்ம திருப்தி for me. That's all I could do now.

Just imagine how many college Principals would do like Fr Jerome today. The reason why I am narrating this event is to emphasize my aim that this School should impart such values in life to the students. That is what we call value-based education. In fifty years after Independence we have advanced in industry, agriculture and science. Have we advanced in our morals and discipline? The answer is a BIG NO. Corruption all round. Violence everywhere. This trend can be reversed only by a big leap forward in value-based education.

The evil of dowry which was rampant five decades before has already declined. Do you admit this? I would say this progress was achieved only by the Teachers. We don't have the dowry even to the extent we had 50, 60, 70 years before. I would appeal to the same teachers to start a movement. Very soon you will be reading the School Magazine released today. I request you to see page 93 of the 1998 Magazine and see how earnestly the student author S. Vidhya, Class VI has started this movement against corruption. This article gave me an inspiration in writing the Founder's Message in the Magazine. I would appeal to the parents to give their next generation their blessings to wipe out corruption by co-operating with the Teachers now and thus impart value-based education. Let us develop their respects for parents and elders. Make them develop their regard for their neighbours. Shun violence. Respect cultural values. You can go on adding to this list.

I assure you on behalf of this School that we will stand for a value-based education. Let us all work together in this direction. Please make a determination today that you'll help the next generation to shun violence and to abolish corruption from our nation. I request all of you to co-operate with me and I extend Good Wishes to you.

Thank you all.

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Speech by Shri P. Muthuswamy

(Annual Day Function — 26-2-1999)

Respected Chief Guest Mrs. Grace George, Rev. Fr. Susai, Director, Loyola College, Mrs. Brinda Venkataramanan, Correspondent, students, teachers, parents and distinguished guests who have gathered here.

This School was started in 1995. The construction commenced in 1994. In the first year, the people of this locality had the fear that this may be just one more School in the area. With lot of hesitation children were admitted. The admission was slow. I was disappointed. I thought we probably made a mistake in starting a School in a deserted area like this. In Class IV we had only two children to start with and during the year it became eight. The total strength was only 150. In the second year, the strength rose to 280, and in the third year 420 and in the fourth year 620. The growth of this School is because of its increasing popularity. People started having confidence as it was the baby supported by Swamy Publishers, a renowned publishing house in the country. It is that background of Swamy Publishers which enabled the School to grow so fast and become popular in doing a real service to the community. It is also because this School is not commercially motivated. You know the entire background of the School. I am now living for this School, transferring my property to the School and all my income from the publishing house also to this School.

This School had the good fortune of Fr Lawrence (Former Principal, Loyola College) presiding over the inauguration function. His blessings and his *jyoti* are enabling us to grow so that we succeed from stage to stage in developing this School. In the Junior Block there we are not having enough accommodation beyond Class X. We have to take this School up to Class XII with three sections in each class. Already in the 5th year the admissions are so tight. We have to increase the number of sections in all classes up to Class XII. We are commencing the construction of the Senior Block in the month of April, 1999 as soon as the CMDA permission is obtained. We hope to complete the construction within 12 months.

The Junior Block cost us more than Rs. 3 crores including the infrastructure put up in the School. I am afraid to start the Senior Block with slender resources. The estimated cost for the Senior Block is over Rs. 3 crores. The furniture in the classrooms alone will cost Rs. 25 lakhs and the labs will cost Rs. 40 lakhs. As the Founder of the School, it is my responsibility to find the entire funds for the construction and development so that the School may prosper and fulfil the purpose for which it has been started.

A friend of mine asked me, how are you going to find the funds? About a year back, the State Bank of India sent an officer to us. He came to us and said that they would advance Rs. 75 lakhs to us or even 100 lakhs if we want. He asked us to submit the loan application and to prepare many papers. I was reluctant, as borrowing from a

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Bank to finance a School is not a pleasant thing. I was not for it. Still when they were offering the help, I accepted their offer and I went on preparing the papers.

After seven months, the Chief Manager of the Bank phoned to our Correspondent, and said, “We are sorry. As a policy, our Head Office is not able to consider the grant of a loan to an educational institution. Your father may get upset. Please convey this news to him suitably, so that he is not upset”. She gave the reply “My father would get upset only if you sanction the loan. He wants to stand on his own legs. His motto has been *neither a lender nor a borrower be*”.

I have been following this principle throughout my life. So you may ask me, “how are you starting this?” How are you going to finance it? I will leave it to God. There is a proverb in Tamil

“கொடுக்கிற தெய்வம் கூரையைப் பொத்துக் கொண்டு கொடுக்கும்.”

Rev. Fr Lawrence said in his Inaugural Presidential address in May, 1995, “I wish him the realization, the fulfilment of all his plans with the help of God’s grace because only God can help us in these matters. When the ideals are very high, then God helps us to lift all things up and achieve a few things that we poor human beings have been able to achieve. I invoke upon Him the richest blessings of Heaven and success in the realization of this scheme beginning with the Fifth Standard of this School”.

With the *jyoti* of Rev. Fr Lawrence here and with the constructive moral support of the parents assembled here, I am confident that I will be able to complete this project and offer the Senior block of the School building to the community for whom it is intended.

Thank you all.

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Founder's Message

(Swamy's Vision, 2000)

The opening of Swamy's School was the result of a passion in me for donating a useful monument for a public cause. Accordingly, the school was started in June 1995, with two floors of the Junior Block. The second and third floors of the Junior Block were added in two subsequent years. Even at that stage I knew that the Junior Block would be sufficient only up to the end of the Academic Year 1999-2000 and that the Senior Block should be ready by April 2000 for further expansion.

I had mentioned in my Annual Day Speech on 26-2-1999 that while the construction of the Senior Block would commence by April 1999 by pooling all my resources I was not sure of getting enough finance to complete the project. As Rev. Fr Lawrence Sundaram had stated in his inaugural address, God did come to my rescue by blessing me with funds and the entire Senior Block with four levels is now ready for occupation.

While I started the Junior Block, I personally visited my *Guru* Calculus Srinivasan of St. Joseph's College and received his blessings. Another *Guru* of mine Rev. Fr Lawrence Sundaram presided over the inauguration function on 5-5-1995. For the Inauguration Function of the Senior Block, I am missing both of them. I therefore went to my old School, Sir P.S. Sivaswamy Iyer Higher Secondary School and worshipped the Bronze Statue of Sivaswamy Iyer by placing my *Dakshina* at his feet. It is with his *jiyothi* I am inaugurating the new Senior Block. I have acquired some more lands adjacent to the school. I am now confident that my project would be successfully completed very shortly.

I have done my duty in placing this monument before the community of Porur suburbs.

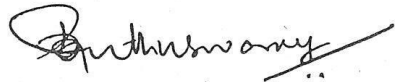
कर्मण्येवाधिकारस्ते मा फलेषु कदाचन।

Seek to perform your duty, but do not claim its fruits at any time.

Bhagavad Gita II:47

Having completed this project without expecting any fruits, I feel happy that I am going through my ageing process as a satisfied man.

I would request the parents to extend their co-operation to enable the school to follow its policies and guidelines towards achievement of excellence.



26-2-2000

(P. MUTHUSWAMY)

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Speech by Shri P. Muthuswamy

(Annual Day and Inauguration – Senior Block 26-2-2000)

Hon'ble Justice Thiru Karpagavinayagam, Dr. Natarajan, Director, IIT., Correspondent, Principal, Staff Members, Students, Parents and Distinguished Guests—

Today we have gathered here to celebrate the Fifth Annual Day of the School and to inaugurate the Senior Block of the School Building. You may recollect that the Junior Block of the School was inaugurated in May, 1995. You may also recollect that we had heavy showers throughout the day of inauguration and the previous day also— rather unusual in summer. God gave us a lucky break from the rain for a few hours and the inauguration function went on smoothly. This year also the inauguration brought heavy rains probably because God gave higher priority to solve the water crisis in Madras. Let us thank God for His gift.

The School started working from June, 1995 with classes up to Fifth and with Ground Floor and First Floor in the Junior Block. Two more floors were added in two successive years with great difficulty and inconvenience to the staff and students due to the construction nuisance. An auditorium, library and two halls were also added by 1998 to complete the Junior Block at a total cost of nearly Rs. 3 Crores.

The growth of the School was faster than the growth of the building. We had to plan the construction of the Senior Block from 1999 itself so that the School might ultimately provide for three sections in each class for a total strength of 1500 students. That is the maximum that we can accommodate here and we do not want to exceed this limit at any cost. I took this as my commitment to the community in this area and started the planning of the Senior Block where we are having this function today.

I did not have enough funds to complete the entire building with its full infrastructure — the administrative offices, the auditorium, the seminar hall, the laboratories, the full range of furniture and equipments — all totally needing Rs. 3 Crores and odd. I was not happy with the prospect of instalment construction after my experience with the Junior Block that may prove a health hazard to the children. I was also not prepared to raise loans and enter a debt trap.

I thought of emulating my inspirer — late Sivaswami Ayyar who sold his palatial house in Mylapore, donated the money to two Schools and moved to a rented house. The two Schools are you may all know — One is Lady Sivaswami Ayyar Girls School at Mylapore; this was known as National Girls School in those days and the other Sivaswami Ayyar High School at Tirukattupalli where I myself studied. I too moved to a rented

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house like Sivaswami Iyer and decided that if the need arose, I should sell my house in Santhome which might get me half my budget for the Senior Block and cover up my deficit. I left the whole problem to God.

You may recall my speech on last year's Annual Day in which I quoted my *Guru* — Rev. Fr Lawrence Sundaram. He had stated in his Inaugural Presidential address in May, 1995.—

“When the ideals are very high, then God helps us to lift all things up and achieve a few things that we poor human beings have been able to achieve”. This is what Fr. Lawrence said.

His words came true. I said at that time last year — *கொடுக்கிற தெய்வம் கூரையை பொத்துக் கொண்டு கொடுக்கும்.*

God blessed me with two gifts.

1. He gave me enough funds from my own publishing house to complete the entire project of Senior Block in one go.

2. The engineering company which should normally have taken two years to construct the building is now completing it at an amazing speed much ahead of schedule.

The building will be ready for occupation by May, 2000 in all respects. I hope to complete the entire infrastructure such as furniture, laboratories, water treatment plants, landscaping by the end of this year. As there is no need for me to sell my house, I have moved back to my own house. I can now comfortably complete this project and some classes can be brought here conveniently by the end of 2000 when the entire infrastructure will be ready. This is how the good wishes of my *Guru* are materializing.

1995, இல் Junior Block Inauguration - க்கு முன்பாக திருச்சிக்குச் சென்று எனது Mathematics Professor — Calculus Srinivasan - ஐப் பார்த்து வணங்கி அவரது ஆசிகளைப் பெற்று வந்தேன். இன்னொரு குரு Professor Rev Fr. Lawrence Sundaram, Inauguration Function - க்கு தலைமை வகித்தார். இப்பொழுது Senior Block Inauguration - க்கு அந்த இருவரும் இல்லை. அதனால் நான் படித்த திருக்காட்டுப்பள்ளி சிவஸ்வாமி அய்யர் பள்ளிக்கு அவரது Founder's Day (February 7th) அன்று சென்றேன். அங்கு இருக்கும் அவரது Statue - க்கு வணங்கி பாத காணிக்கையும், Invitation Cards - களையும் பாதத்தில் வைத்து நமஸ்காரம் செய்தேன். அவரை ஆசிர்வாதம் செய்யும்படி கேட்டுக்கொண்டேன். Statue பேசுமா? பேசாது. ஆனால் அவரே நேரில் வந்து என்னுடன் பேசி இந்த பள்ளி நல்ல நிலையில் முன்னேறும் என்று ஆசி கூறிய மாதிரி ஒரு பிரமை. எனக்கு ஒரே

உற்சாகம். பாதகாணிக்கையை அங்கு Scholarship Fund - க்கு செலுத்திவிட்டு இங்கு திரும்பி வந்து உங்களுக்கெல்லாம் Invitation Card - களை அனுப்பினேன். நீங்கள் எல்லோரும் மழையையும் பாராட்டாமல் திரளாக வந்திருக்கிறீர்கள். எனக்கு ரொம்ப சந்தோஷம். சிவஸ்வாமி அய்யரின் ஆசிகளுடன் இந்தப் பள்ளி மேலும் மேலும் நன்கு வளர்ந்து பல மேதைகளை உருவாக்கும் என்பதில் எனக்கு பரிபூரண நம்பிக்கை இருக்கிறது.

I have provided the building and infrastructure. Is that enough? Certainly not. These days are different. We have to deal with forces pulling the management in various directions. My Guru Sivaswamy Iyer did not have any problem except finance in running the school at Tirukattupalli or in Madras in the early thirties. We have dedicated teachers. The students and teachers are disciplined. They have put up a wonderful show today. You have seen that. The parents should bestow more attention to ensure value-based education to the children. I pray that the Almighty who has helped me to this extent would provide all these and bless this school to become one of excellence all round.

கிருஷ்ண பரமாத்மா பகவத் கீதையில் அர்ஜுனனுக்கு உபதேசம் செய்கிறார்.

कर्मण्येवाधिकारस्ते मा फलेषु कदाचन ।

உனக்கு கர்மாக்களை செய்யத்தான் அதிகாரம் உண்டு. அதன் பலன்களில் ஒரு போதும் உரிமை இல்லை.

Bhagawad Gita — II : 47

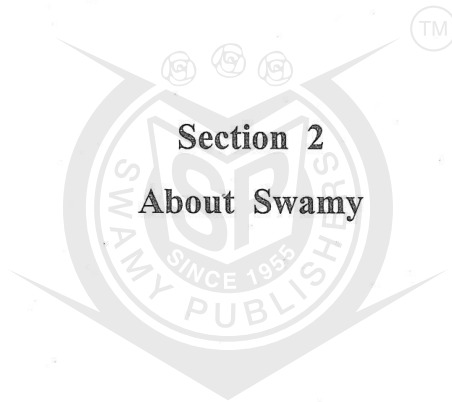
I have done my duty in placing this monument before the community here. I have no right to ask for its fruits.

In completing this project without expecting any fruits, I am happy that I am going through my old age as a satisfied man.

I would appeal to all the parents assembled here to extend their co-operation to the School to follow its policies and guidelines towards excellence. I would also request the Government officers and politicians not to use their position and interfere in the admission of students and the day-to-day administration of the School. This is very important for the growth of any school anywhere in India. Please allow the School to do its duty on its own and function smoothly.

I thank the President, Chief Guest and all those assembled here in allowing me to speak out from my heart to your heart. Thank you all.

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Section 2
About Swamy

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About The Founder

(Junior Block Inauguration Souvenir, May, 1995)

SHRI P. Muthuswamy, the Chief Author of most of the valuable and reputed publications on rules and regulations affecting Central Government employees is the founder of the Organization known as Swamy Publishers. This name which had a humble beginning some time in 1955-56 has during the last 40 years grown from strength to strength and attained great popularity and reputation. His books are now in great demand in all Central Government Organizations and Public Undertakings. It would be no exaggeration to say that today there are no acts, rules or orders of significance issued by the Central Government in relation to Civil employees which are not found included in Swamy's Publications.

His early days:

Shri Muthuswamy was born in a lower middle class family on the 22nd June, 1920. He had a bright educational career and got his first class degree in Mathematics in 1940. He could not afford to continue his studies to the postgraduate level. Even to complete his graduate course his mother had to part with most of her jewellery.

Entry in P & T Department:

Immediately after graduation, he had to seek employment to support his family. In the Postal Circle Recruitment Competitive Examination he took in 1941, he secured a high rank and entered service as a Post Office Clerk on 1st August, 1941.

His early ambition:

Ever since he took the Competitive Examination, he had an urge to bring out guidebooks for the candidates seeking the postal clerical service. When he applied to the Postmaster-General, Madras, for permission to bring out such books, the Superintendent of Post Offices, through whom the application was to be sent, refused even to forward his application! Out of sheer frustration he had to give up his hopes.

His struggle for promotion:

He realized that his clerical status had its limitations in coming into contact with well-wishers who could recognize his talent and advise him and that the only possibility of raising his status was through the Government Competitive Examinations.

He took the examination for promotion as Post Office Accountant and came out successful in 1950. He was sent on deputation from the Madras Circle to a Head Post Office in the erstwhile Nizam State after the Police Action when the State's postal administration was taken over by the Union Government. Simultaneously, he passed the All India Examination of P & T Accountants' Service and soon after was posted to the P & T Directorate, New Delhi.

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His inspiration for publishing books:

As an Accountant in Delhi, he had an opportunity to conduct regular free classes for the benefit of his junior colleagues. He edited his lectures to the examinees in the form of cyclostyled notes and sold them at a nominal price on a no-profit basis to examinees in other cities as well. He found that the material supplied by him was immensely useful and that his presentation was received with great enthusiasm.

First Project:

Encouraged by this response, he ventured to bring out his first publication — Pension Rules Made Easy — in October, 1957. He became heavily indebted in finding finance for this project and had to sell away even his wife's personal jewellery. He had to face a lot of problems in the initial stages due to lack of publicity.

His perseverance:

He did not lose heart. He was confident that his book was worth its weight in gold. Whosoever had an opportunity to know about the book eagerly purchased it. In due course, tributes for the book started pouring in. With perseverance he added three more books in 1958. By the end of that year, he became well known in many Central Government Offices across the country as a reliable instructor and interpreter in the field of Guidebooks for Service Rules.

Patronage by Government:

This bold venture brought him harassment at the hands of his superior officers. His bosses even tried to take him to task under the "Conduct Rules" for bringing out such publications. It was a long battle between personal prejudices on the one hand and merit and justice on the other. Eventually, the Ministries of Home Affairs and Finance recognized his merit in the masterly handling of the subjects in the publications, granted him permission under the Conduct Rules and also exempted him from paying any part of his income to Government.

Author's reputation:

In due course, he added several titles which included numerous reference books recognized by Government. The Ministry of Finance specially drafted his services as an Officer on Special Duty for about three years in the Department of Expenditure to assist them in the codification of rules. He had quite a few out-of-turn promotions in his career in the P & T Department and finally retired as Director, P & T Accounts and Finance Service in the year 1978.

Starting the Charitable Trust:

After a successful career under the Central Government and a renowned publishing business, he started a Charitable Trust in 1981. He diverted a substantial portion of the profits of his business to the Trust every year. The Trust was granting educational scholarships and financial assistance for marriages, medical treatment, etc., to the poorer sections.

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Our Founder

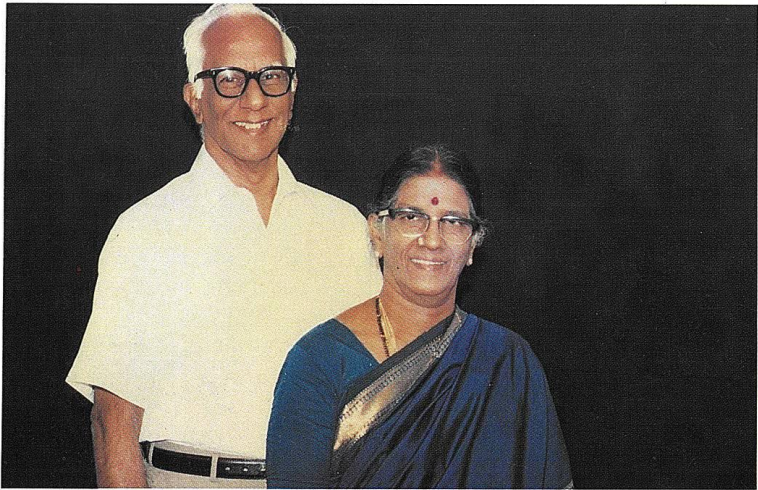
Shri P. MUTHUSWAMY

ON HIS SATHABHISHEKAM DAY

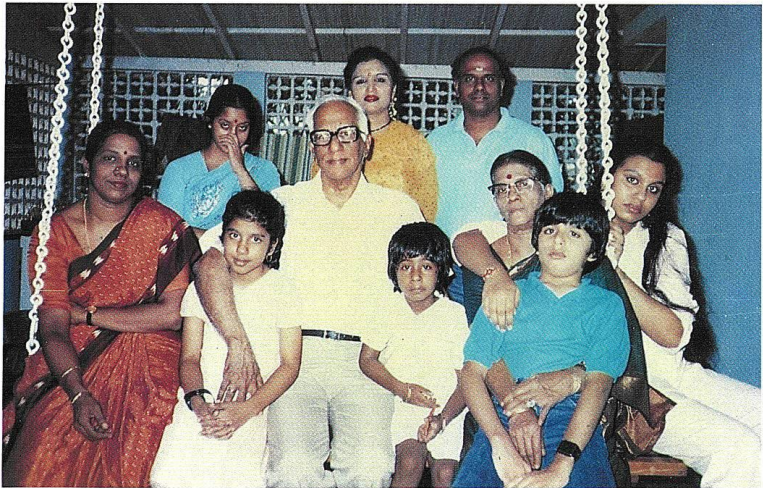
20th June, 1999

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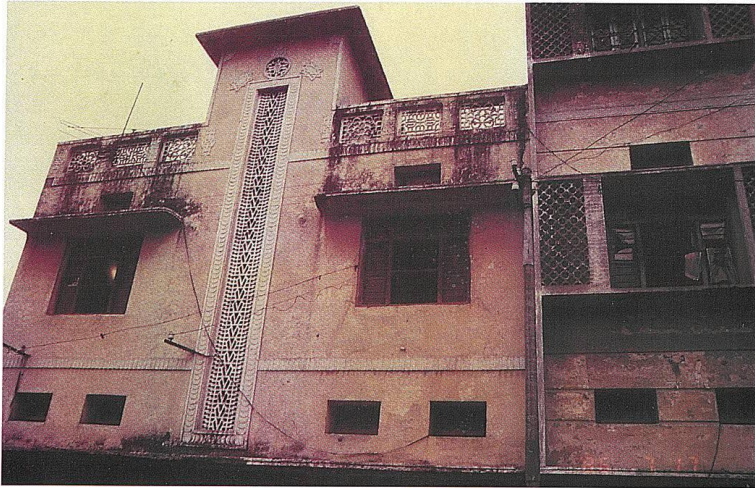
THE SUCCESSFUL MAN WITH THE LADY AHEAD OF HIM



WITH HIS FAMILY - 1980

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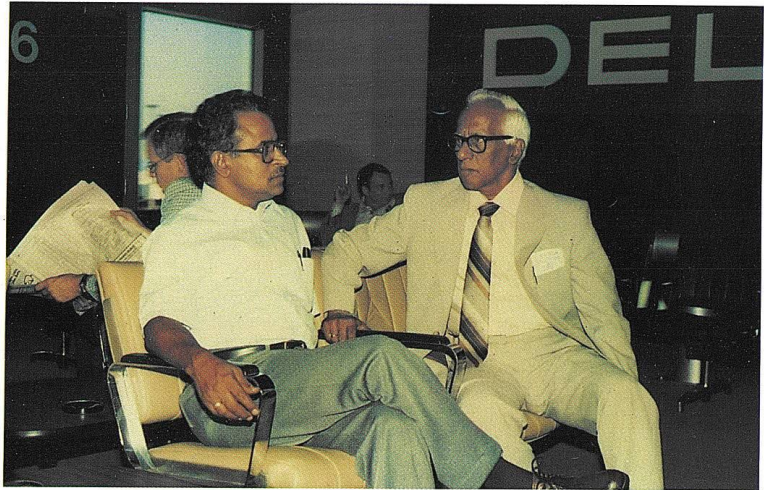
THE HOUSE WHERE SWAMY PUBLISHERS WAS BORN



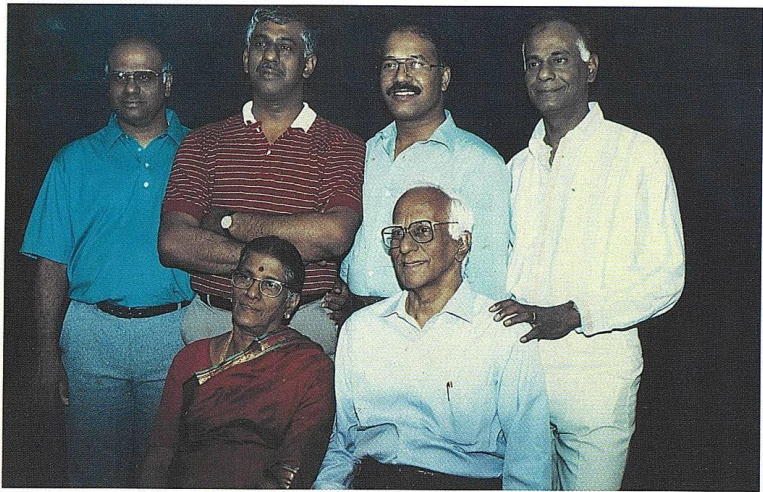
WHERE SWAMY PUBLISHERS GREW

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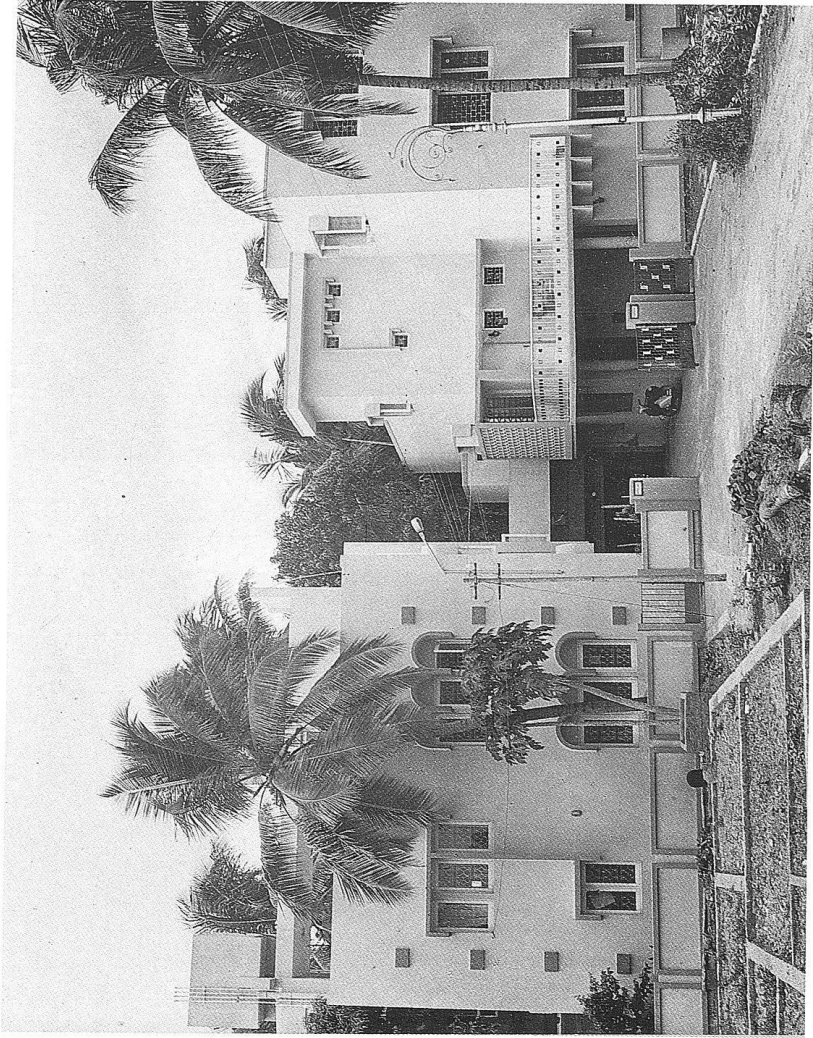
WITH HIS BROTHER DR. P.N. SWAMY



FOUNDER COUPLE WITH THEIR SONS

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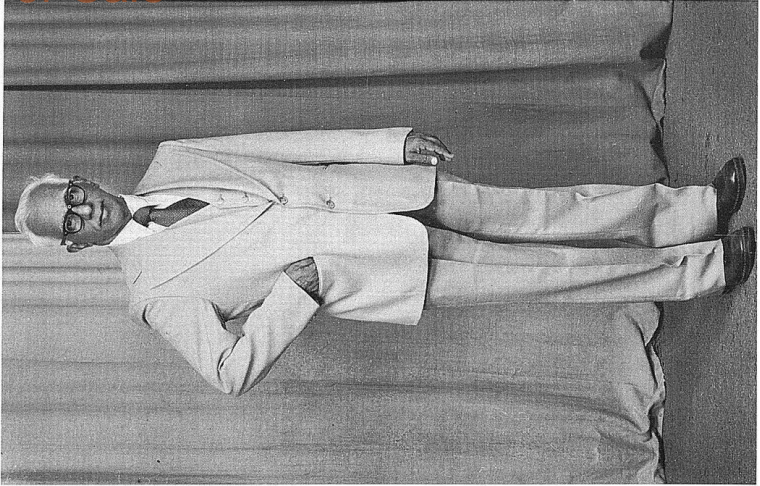
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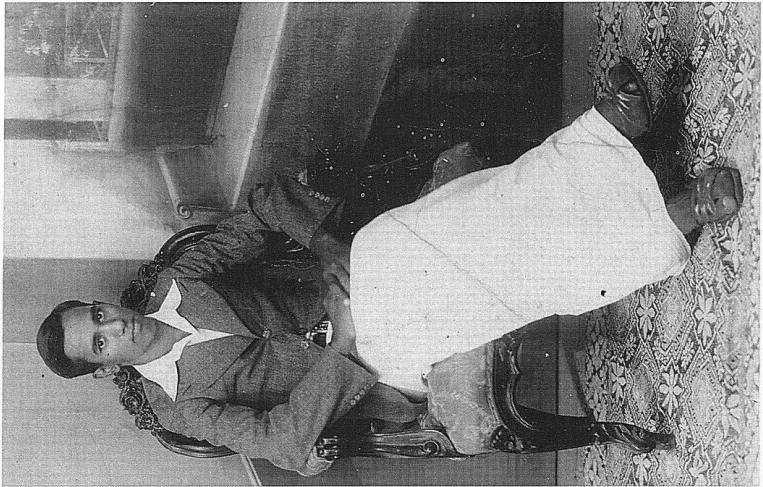
SWAMY PUBLISHERS - IN THE SEVENTIES

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ON RETIREMENT



ON GRADUATION

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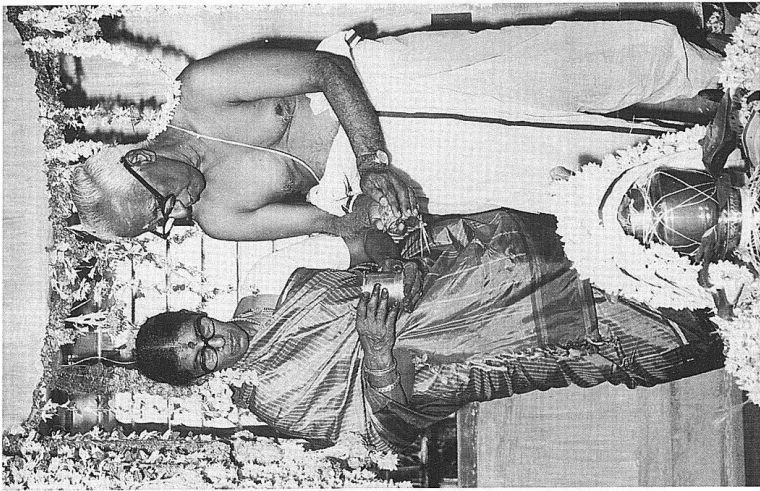
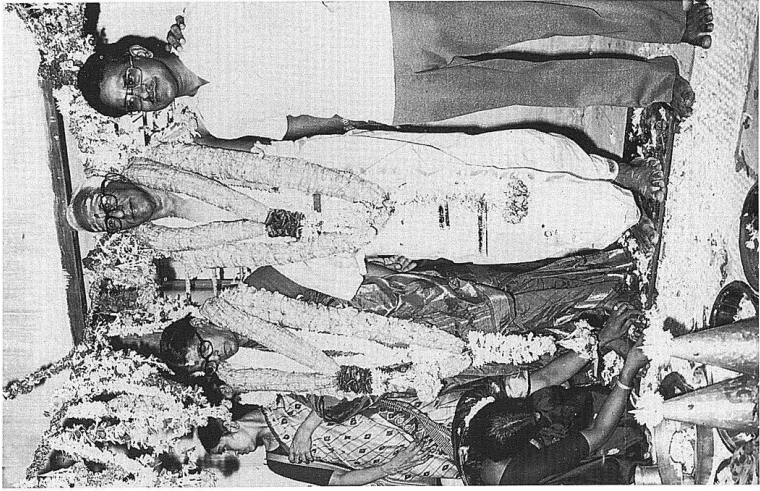
Not For Sale ON HIS SHASHTIABTHAPOORTHI - 1980



Not For Sale

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ON HIS SHASHTIABETHAPOORTHI- 1980

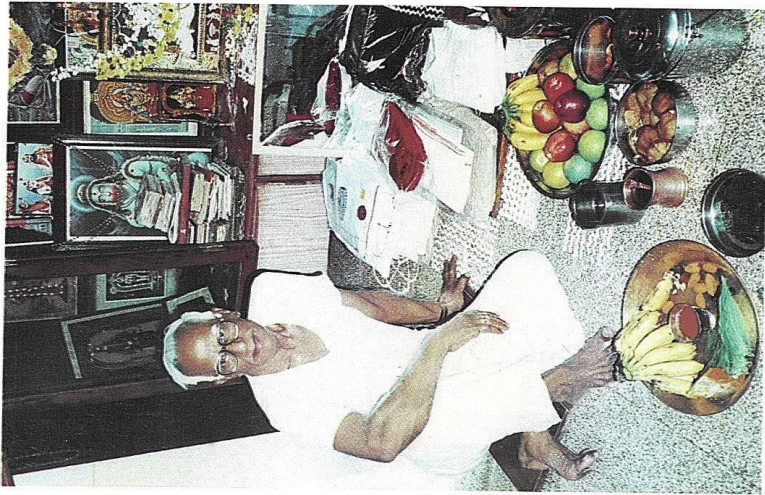


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WITH HIS SON SHRI RAJ NAGARAJAN



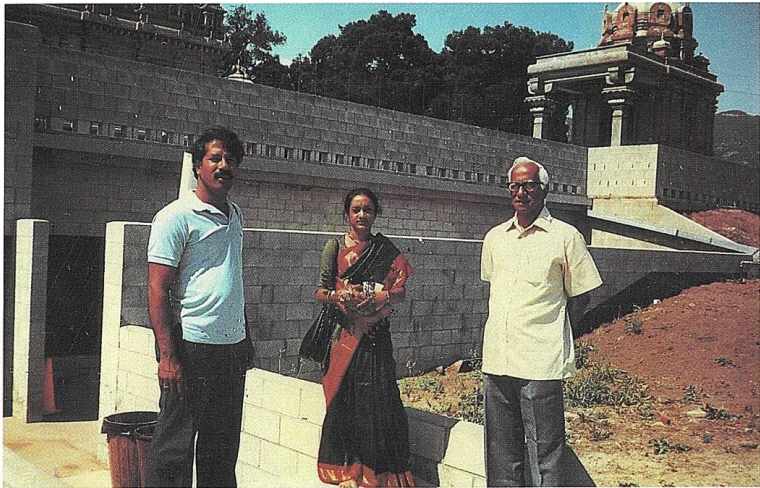
DEEPAVALI DAY

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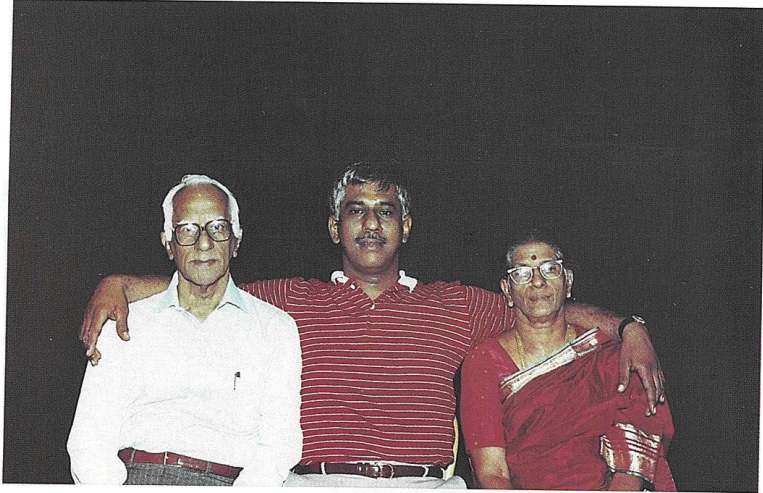
WITH HIS SON DR. MANI BALA



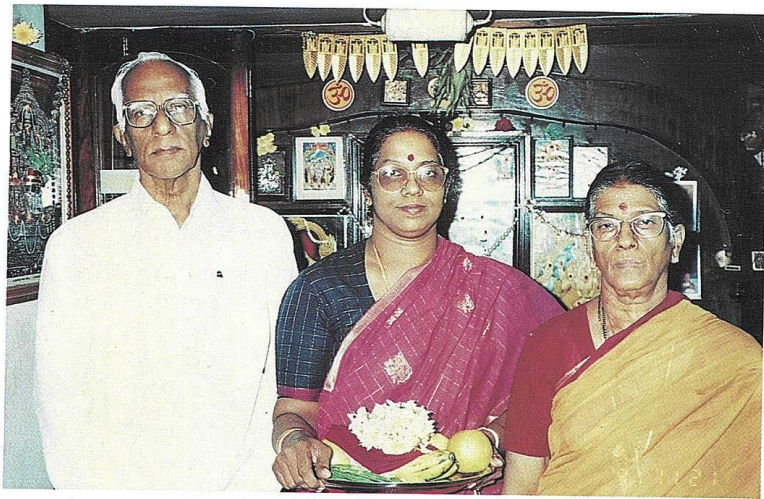
WITH HIS SON SHRI BHASKAR SWAMY AND HIS WIFE Smt. SARASWATHI

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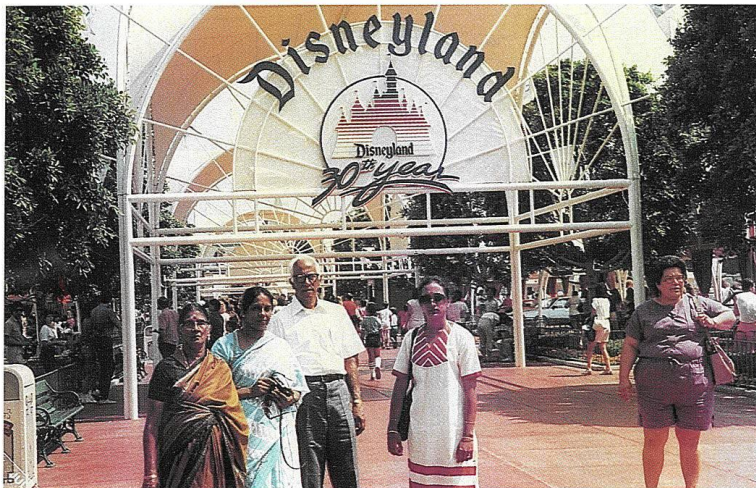
WITH HIS SON SHRI SHEKAR SWAMY



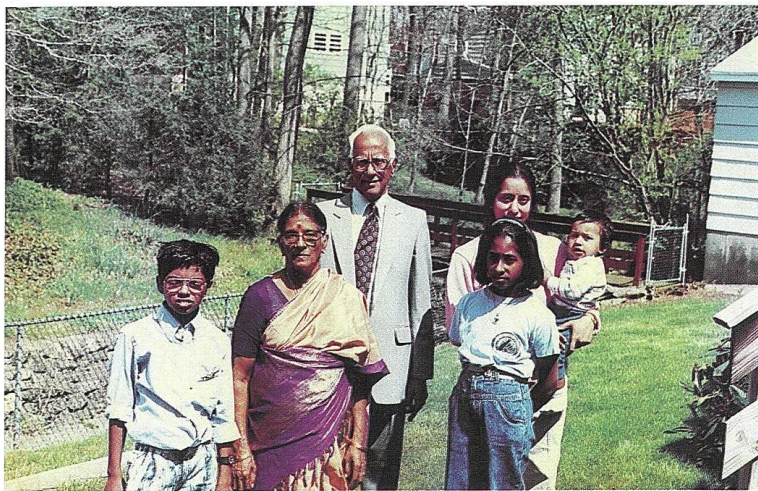
WITH HIS DAUGHTER Smt. BRINDA VENKATARAMANAN

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Not For Sale



IN USA



WITH GRANDCHILDREN IN USA

Not For Sale

Not For Sale



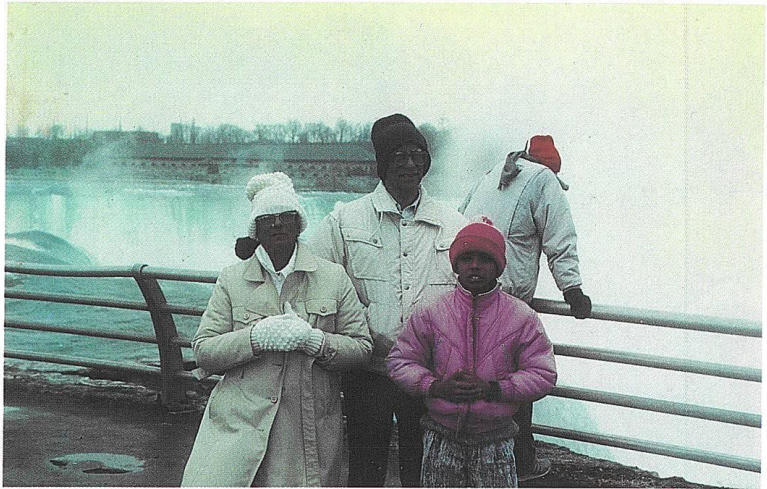
FAMILY GET-TOGETHER IN USA



FAMILY GET-TOGETHER IN USA

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AT NIAGARA FALLS



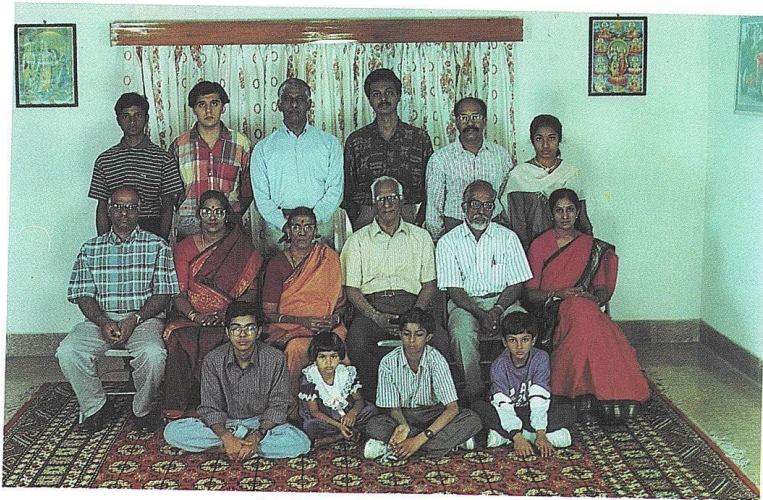
IN THE TEXAS TEMPLE

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WITH GRANDCHILDREN KRISHNAN AND ANAND IN USA



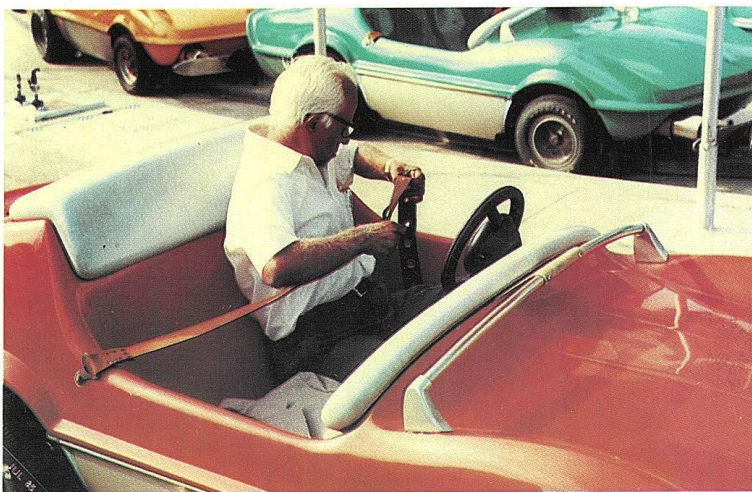
THE FOUNDER AND HIS FAMILY

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Not For Sale



IN THE "BALA BUS"



TOY CAR DRIVING

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Not For Sale



ON THE OCCASION OF HIS GRANDSON SHRI V. GIRISH'S MARRIAGE



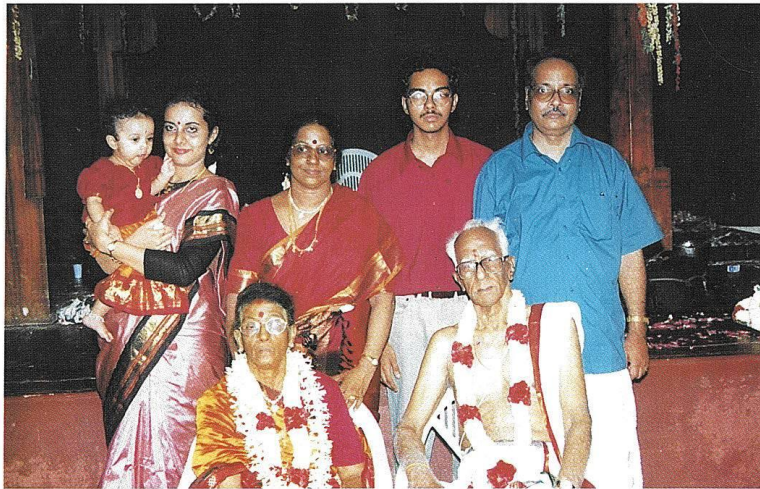
WITH SEMMANGUDI SHRI SRINIVASA IYER

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PICNIC - MAHABALIPURAM



WITH HIS DAUGHTER SMT. BRINDA VENKATARAMANAN AND FAMILY

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Not For Sale ON HIS SATHABHISHEKAM DAY — 20-6-1999



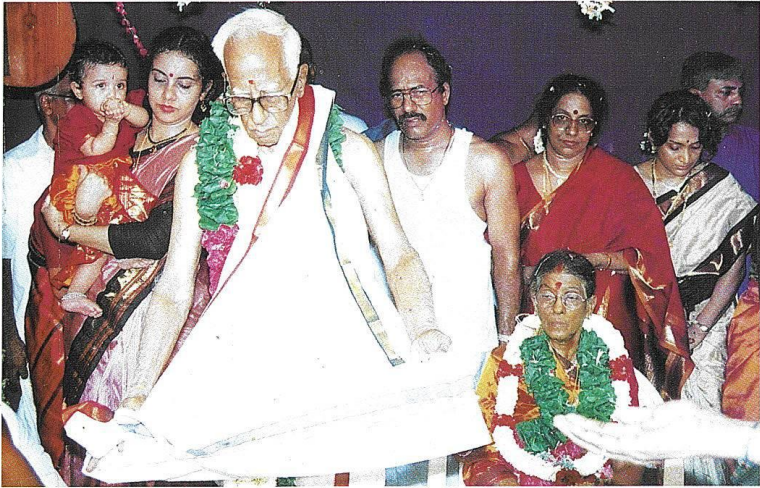
HIS KANAKABHISHEKAM



SON SHRI RAJ NAGARAJAN GARLANDING

Not For Sale

Not For Sale ON HIS SATHABHISHEKAM DAY — 20-6-1999



Not For Sale

Not For Sale ON HIS SATHABHISHEKAM DAY — 20-6-1999



Not For Sale

Not For Sale



BLESSING HIS GREAT GRANDDAUGHTER



ON HIS SATHABHISHEKAM DAY — 20-6-1999

Not For Sale

Not For Sale ON HIS SATHABHISHEKAM DAY — 20-6-1999



FOUNDER COUPLE WITH SONS AND DAUGHTERS



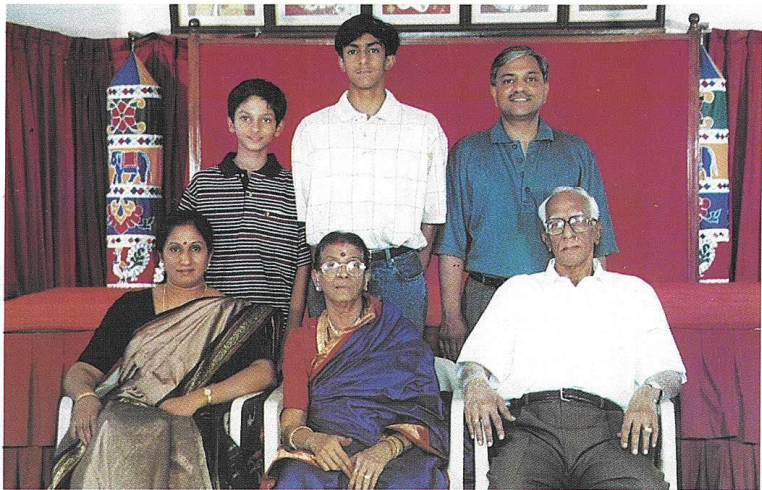
FOUNDER COUPLE WITH SECOND, THIRD AND FOURTH GENERATIONS

Not For Sale

Not For Sale



WITH HIS SON SHRI M. JAYARAMAN AND FAMILY



WITH HIS DAUGHTER Smt. UMA BALA AND FAMILY

Not For Sale

The School Project:

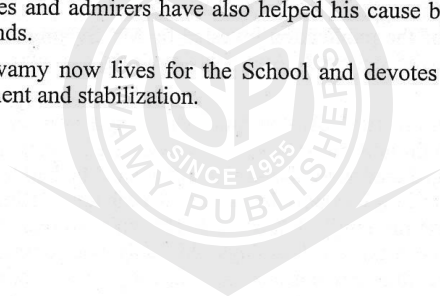
For decades, he was receiving encomiums from his patrons who benefited from his publications. His publications, no doubt, helped the Government employees to achieve promotions in their career. He was, however, anxious to do something more for the very young generation and impart to them the tool which sharpened their wits, their understanding and activated their capacity to learn.

His personal experience and the constant reminder of what a good education does to an individual spurred him to divert his entire income to the cause of learning. He felt that the most tangible way of achieving this ambition was to establish a School to provide education of an excellent standard. This was the basis of the starting of the School.

Swamy's Personal Contributions:

Mr. Muthuswamy donated his entire immovable property to the Trust to take care of the land needed for the school project up to Class XII. He donated all his movable assets, bank balances and all his investments to the Charitable Trust to finance the construction of the School to meet the requirements up to Class V. His beneficiaries, business associates and admirers have also helped his cause by donating their mite to strengthen his hands.

Mr. Muthuswamy now lives for the School and devotes his full attention to its healthy development and stabilization.



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The Agony and the Ecstasy

K. YEGNARAMAN

Senior Accounts Officer, Defence Accounts (Retd.)

(Silver Jubilee Souvenir, June, 1980)

Samuel Johnson once made a classic comment on a book that it had not the vitality to preserve it from putrefaction. He referred to the author's incapacity to create an abiding interest. When it concerns a publication, especially of a reference book, the vitality is not merely limited to the content of the work, but extends also to its physical qualities. The quality of the paper used, the cover, the get-up, the quality of print, absence of printing errors are all as essential as the matter printed and the manner in which it is presented, if the publication has to make a mark for reliability and popularity. All these and much more are in abundant evidence in every one of Mr. Swamy's publications to an extent that can be found in no other publication of the same kind. The "much more in abundant evidence" includes the comparatively low price for a publication of its type in the market. The amount of labour and the personal interest in every aspect of the publication invested by Mr. Swamy in every one of his books are to be seen to be believed. And this love's labour was born nearly four decades back.

It was a hot June night in 1955. At that time, Mr. Swamy was an Accountant in the P & T Directorate in Delhi and his salary was inadequate to support his family. His widower father and an aged aunt were living in a village and he had to supplement their living. In a four-room flat in a less popular area in Karolbagh, Delhi, Mr. Swamy had taken two rooms to house his family which included wife, brother, four school-going children, two toddlers and a baby a few days old. Only one room had a ceiling fan which made more noise than revolutions. Mr. Swamy was perched on a rickety wooden stool in front of a rocking table and was pounding at a clattering second-hand typewriter purchased the day before from the proceeds of some of his wife's jewels. He was feeling weary when he paused to survey the dismal scene around him. Then with a grim determination he started to type again far into the night. This was the background in which the manuscript of his first publication of Swamy Publishers, "Pension Rules Made Easy", was born— was almost still-born.

The Government, well known in those days for its phlegmatic indifference to such efforts on the part of its employees, did not take kindly to Mr. Swamy's venture and was not willing to grant the permission for the publication of his book. It took Mr. Swamy considerable time and a great deal of effort to persuade his bosses and obtain the reluctant permission for the release of the book. The reception the book had was not very encouraging for no other reason than that Mr. Swamy could not afford to give it due publicity. Even so, Mr. Swamy with his dogged perseverance started his second book in the "Made Easy" series and began gradually to penetrate the market. The reason for the success was the high quality—both intrinsic and physical—of his books.

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Then he began to compile and publish the Government rules and orders — the CSRs, the FRs and SRs. Permission for the publications was hard to get and the harder to get was their recognition to be used in the examination hall by candidates of departmental examinations. Mr. Swamy did not literally sleep till he got both, though it took considerable time and personal effort. But the major hurdle was still there.

Those were the days when there was only one compilation in the field which had attained nationwide recognition and firmly held the market and the Government offices. Dislodging it or competing with it was not an easy task. Mr. Swamy did not lose heart. He was well aware of its twin weaknesses. The first was the poor quality of the production — thin paper, smudges in printing, prints so small as to be almost illegible and weak binding. The second — and even more significant — was the abundance of printer's devils and the lack of proper arrangement of appendices and with all these, the high price. Mr. Swamy took advantage of these shortcomings. He began to use high quality paper (a paper which could tolerate marginal notings in all kinds of inks) and left sufficient margin for making notes and for inking. He ensured excellent binding so that his books withstood rough and frequent handling. He took particular care to eliminate all types of printer's devils. He was well aware that in reprinting Government rules and orders, the punctuations were all important. He took special care to select the print sizes to clearly distinguish the rules from the decisions and other clarificatory orders. In addition, he provided useful appendices reproducing acts, rules, decisions, etc., which formed the base of the connecting link for the extant orders. He included tables which at a glance explained a whole sequence of rules and orders. He gave useful captions to facilitate easy reference. He was also particular in including amendments received even while the books were being printed. Nothing was insignificant for him and no detail, however small, escaped his notice in the process. The books, for all their excellence, were so low priced that the profit margin was pitifully negligible. No wonder the books captured the market.

The success of his publications attracted the attention of the Ministry of Finance of the Government of India and his name was included in their mailing list, a list maintained by that Ministry for circulation of all orders issued by them. Also his services were drafted by the Ministry of Finance for re-codification of Pension Rules. Meanwhile, Mr. Swamy noticed that there were quite a few sections of orders which by themselves required separate compilations. This is how the CCS (Conduct) Rules, the CCS (CCA) Rules, the Children's Educational Assistance, the Leave Travel Concession, House Building Advances, Suspension and Reinstatement, Overtime Allowance Orders, etc., were all compiled by him and issued as separate reference books. Now his publications include almost all Government rules and orders. He was not content with these publications. His attention turned to other fields. Without exaggeration, it may be stated that today, there are no Acts, Rules or Orders of significance, issued by Government in relation to its employees, which cannot be found included in Mr. Swamy's publications.

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A Reminiscence and the Dream

Dr. P.N. SWAMY

Professor of Physics, Southern Illinois University, Edwardsville, Illinois, USA
(Brother of Shri P. Muthuswamy)

(Junior Block Inauguration Souvenir, May, 1995)

This is the spring season, end of the school year and the children are already out enjoying their well-deserved summer holidays. At the same time, this is the herald of a new season, a new dawn, and a new school is about to open its doors, a new school dedicated to the fundamental premises of the learning of arts and sciences, physical education, cultural education and the pursuit of excellence. It is no exaggeration to say that we are indeed building upon millennia of tradition of learning and teaching.

My mind wanders back to many years ago, perhaps nearly five decades ago and I have a vivid memory of that late afternoon. The sky was dark, the weather brutal, the air cool and damp, and the wrath and fury of the relentless eastern monsoon rain was upon us. My schoolmates and I were literally running on our bare feet through the labyrinthine pathways bordering the rice fields, on our way home from school. Our books and supplies were bundled up in our shirts, hoisted high on our heads, but of course everything was soon dripping wet. It was not really a long walk by adult standards, about a mere two and a half mile, but it did feel like an enormous distance at the time. Finally we all reached our homes and changed to dry clothes. Admittedly, this was by no means typical and most days were certainly nice and sunny and we used to generally enjoy the daily walk to the school and back. The air was clean and fresh and there were the green rice fields to behold for miles in every direction. The tedious walk to the school was punctuated by two streams without the benefit of any bridges. About four months in a year following the western monsoon, these streams were full and the water ran deep and fast. Sometimes it was a challenge to cross these little rivers. On special occasions such as the Founder's Day celebration at the School, we were unable to enjoy the activities fully because we were separated by that distance, what appeared to be a chasm at that time, and we envied the fellows living in Tirukattupalli, the big town.

While I was attending the High School, living in my village with my father and aunt, my brother was employed in Tiruchirappalli District. I remember distinctly that there was a great deal of excitement in the air whenever my brother would visit home. He would immediately ask my work in school and he would give me lessons in Mathematics and English, helping me understand everything from new points of view. This was a refreshing experience for me, considering that my brother did not act and sound like the teachers I was used to. Once I remember he helped me with an essay question from Tolstoy's War and Peace. This was so neat that I promptly memorized the entire material he had written for me. It was not always all work and no play. He had the little gifts for me, and I always felt important when he asked me to accompany

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him during his visits with all the adult folks in the village. Generally it was always an enjoyable time. I remember his conversations with his friends about our School, Sir Sivaswami Iyer School in Tirukattupalli. They had been students of the same school, the only High School to serve about a dozen villages within a five mile radius. I suppose the idea of a school easily accessible to children, without having to trek miles, those miles quite unfriendly to the children, must have occurred to my brother at that time. Later, as I was getting closer to the tenth class, my brother moved to Hyderabad and then on to Delhi and he was never able to visit me in the village. I missed his visits. I believe that this is the *raison d'etre* for his conception of this School. My brother's inspiration must be the same as that of Sir Sivaswami Iyer who at his time founded that school for the benefit of all the children living in the villages, at remote distances by the standards of those years.

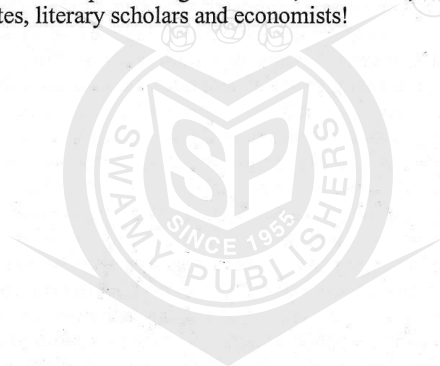
You, the reader, may be aware that Indian immigrants have been building several Hindu temples in North America, that is, Canada and the United States of America during the past few decades. The foundations were built in St. Louis about two years ago and the temple itself has not been completed yet. The Venkateswara Temple was built in Chicago about ten years ago, and I believe that there are still a few details to be completed. The beautiful Ganesha Temple was built in Nashville, Tennessee about seven years ago, a truly remarkable piece of architecture, majestically situated atop a hill. The Indians who have settled in this country have had this urge to build temples, driven by the overwhelming desire to build a monument to epitomize the Hindu culture and traditions. Pooja, prayer and rituals are performed in these temples every day in a spiritual and pious manner all across America. Building a temple is, of course no trivial matter and it takes money and organization. The Indian immigrants are getting quite good at this task. First there is much social interaction, enquiries and dialogues, followed by the task of fund raising. After acquiring money to buy sufficient land, the process of building begins. This process does take several years because the funds allow the building only a stage at a time. The fund raising becomes a continual process. Eventually the installation of the various *Murthis* becomes a reality and then priests are imported from India to do the rituals and offerings in accordance with established tradition. The quest for funds still continues because money is needed for maintenance and service as well as for taking care of details in the structure. The building of a School has evidently a great deal of parallel with the building of a temple.

There is a need for another kind of temple, the temple for the mind, especially young minds. While the Government-run Public Schools cater to the needs for most of the citizenry, there is still the unmet need for private schools which cater to a large class of society in India today. These bright young children are the children of parents who themselves have accomplishments to their credit. These parents demand even greater excellence from their children and their expectations from a School are consequently much greater. It is not only the matter of enormous amount of money, but it is also the fact that only a special state of mind can recognize this need. And I believe that my brother must have recognized this need and then decided to take action. To my mind

then here is the other important *raison d'être* for this great School which we are proudly inaugurating today.

One has the gut feeling, a feeling from the bottom of the heart, that this School is a special temple, a School that not only meets the minimum requirements of the Central Board of Secondary Education, but exceeds those minimum requirements. It is expected to have a library which will again meet and exceed the minimum requirements. It is expected to satisfy and exceed the requirements of pedagogical standards in terms of class size and student teacher ratio. The School will also inculcate communal harmony and national integration, traits which are exceedingly valuable today. In short, it will be an Institution of Excellence.

I wish I were here in person today, on this joyous occasion. On this momentous day, my thoughts are with you and please allow me to join you all in offering my prayers and very best wishes for the success of this great Institution. May God bless the Founder in his great endeavour. I have no doubt that soon, the Swamy's Senior Secondary School will produce great artists, musicians, mathematicians, scientists, business magnates, literary scholars and economists!



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A Mission with a Vision

SHEKAR M. SWAMY

*President, American Technology Corporation, Philadelphia, USA,
(Son of Shri P. Muthuswamy)*

(Junior Block Inauguration Souvenir, May, 1995)

In a society which is dominated by the state in every walk of life and where corruption has permeated the educational institutions, it is a rare individual who takes a bold step towards the creation of a model institution that offers hope for some. The creation of Swamy's Senior Secondary School is an undertaking of no small magnitude by an individual who believes that quality education is the corner-stone of every successful society and that it should be available to those who are deserving of it. This is a story of how one man can carry out a mission with a singular focus to support his vision. He is my father, P. Muthuswamy, who has made a profound impact on my life. I have been a ringside observer of his accomplishments and have benefited greatly from his approach and experiences. At the age of 74, he does more everyday than people many years younger than him—and with an incredible level of enthusiasm in everything he does.

The idea of starting a school has been on his mind for some years now. I can picture him lying down in his bed and thinking about how he was going to get the project underway. The first action he took was to start a trust fund into which he would contribute generous sums of money. Later he would buy the land on which the school would be built. He would then go about researching the design and architecture of the school building by studying the better known schools. Quality of construction, space utilization, capacity for growth are some of the areas in which he would spend a great deal of time. In the end he would overlook nothing. If you walk into a classroom and look at the blackboard and the furniture, you will notice that they are designed properly and will likely last for generations to come. He pays attention to the details, including things like the switches. He would often call me and discuss his plans. He made sure that I brought with me teaching aids used in the US for his school. I made it a priority after sensing the eagerness in his voice. Once the school is completed, it will become known for its quality of facilities and its quality of education. He will manage to start the school on time because he has thought through every aspect of his plan and will get the job done in spite of the many obstacles that have come his way. This project is characteristic of the man behind the idea. I am confident that every child that enters this school will develop a sense of fondness for the school and will greatly benefit from his contribution.

I was fortunate to have had the opportunity to attend one of the best Central Schools located inside IIT in Madras. This school was a significant contributor to my development as an individual, the effects of which I still feel today. For all the benefits I derived from this school, I was asked to pay a nominal sum every three months into the

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school's pupil fund. The contribution I am making to Swamy's School is merely a token of my appreciation for what my school did for me and what my parents have contributed to me.

Around the world and particularly in the US, major universities have been started by individuals like him. These individuals left behind them institutions of learning that continue to excel year after year. The founders of these institutions provided the vision and the foundation to build on. It is important for every parent and child to recognize the need for continuing to invest in future generations. It is our responsibility to do so. If you happen to send your children to this school, it is incumbent upon you as a parent to actively participate in the development of the school and contribute to its growth and success. That is what he would want from you. Undoubtedly, you would want the best for your children; therefore you must participate in your child's education.

The world economy is becoming increasingly global. This has profound implications for a country like India which is attempting to play seriously in this new economic landscape. The skills that are necessary to compete in this environment are quite different from what many schools are nurturing in our children. By the time a child completes high school, it is difficult to change the basic attitudes and personality. The educational system cannot focus on academic excellence at the expense of many other areas of child development. Global competition is a difficult thing to cope with and understand. If we prepare for it, the rewards are significant for tomorrow's generations. The opportunity to achieve higher standards of living are possible for those who know how to operate as world class individuals. There are people who have these qualities in them and we can learn from their experiences. Interestingly enough, if you analyze the qualities and traits of my father, there are plenty of examples for us to follow to become successful. Here are a few areas in which particular emphasis is required—

- Ability to work independently.
- Understanding teamwork.
- Use of technology at an early age.
- Development of creativity.
- Overall development—Academic and Non-Academic.
- Leadership skills development at an early age.
- Ability to communicate effectively—without inhibitions.
- Understanding what it means to grow up in a fast-paced world.
- Early development of goals.
- Development of strong work ethics.
- Importance of being organized.
- Visualizing the end result to achieve goals.
- Acting now rather than later.

- Paying attention to details.
- Focusing on strengths and not on weaknesses.
- Develop the ability to take risks.
- Passion and enthusiasm in everything you do.
- Feeling good about yourself.

Nurturing these traits in children during their primary and secondary school years is critical to their success in later years. It is my hope that Swamy's School will prepare the children to deal with the new realities with competence and confidence.



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My Father—A Legend

SMT. BRINDA VENKATARAMANAN
Joint Managing Director, Swamy Publishers (P) Ltd.
Correspondent, Swamy's School
(Daughter of Shri P. Muthuswamy)

(Sathabhishekam Souvenir, June, 1999)

Is there a need for a role model for any one to get himself groomed and shaped to fit into the society? Invariably everyone will fall in line with me to say 'yes'. It is said, home is the first school and parents are the first teachers. It is absolutely true in my case. My father has been my guiding force. Till date I am an ardent admirer of him.

My Parents — A Symbol of Sacrifice:

My father has encountered the difficulties, hardships and trials of life on the road to success. They had knit his muscles strong and had taught him to be self-reliant. It is not help but obstacles, not facilities but difficulties that make men. Yes ! that is how my father is made. Both my father and mother are the symbols of sacrifice. My mother's adroit in handling any situation has adorned all the projects of my father.

We all know that one has to struggle a lot to meet both ends. But my father has slogged round the clock to provide comfort to all of us. To overcome the financial deficit he had sublet the house, lent cycles on hire, taken up part-time jobs. In addition he has taken to job typing which would go on till 2'o clock in the morning. I can never forget how my mother parted with all her material possession to support the family but was possessive to retain the inborn qualities such as patience, tolerance and sacrifice.

My Sweet Memories:

I still remember and relish that Deepavali eve 40 years back, which turned my father to show his talent in tailoring too. Normally it is said "as is the father so is the son". Though I am the daughter I have imbibed and inherited many of my father's traits. I would never accept anything if it is not up to my expectations. The *pavadai* bought for the occasion of Deepavali was being stitched by my mother and was getting ready. I was not happy, as the waist was very loose. Watching this, my father interfered, took the measurement once again and he stitched the *pavadai* himself to fit in my exact requirement. I only wonder if there could be any father like him. I felt proud of myself.

In the year 1987, I was asked to join hands with my father in his publishing business as he felt the need for a support. By then I had completed 11 years of service in a nationalized bank. Officially though my business association with him was in the year 1987, I remember to have involved myself actually in the year 1955 or 56 when I was just 7 years old. I used to help him in arranging the cyclostyled matters page-wise and stapling the same. He came out with his first book "Pension Rules Made Easy" priced Rs. 3.00 and printed 2000 copies. To store these 2000 copies he purchased an

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old cupboard and I still remember the rat holes in it. These books were sent by VPP to the customers. The M.Os. of Rs. 3.00 started coming home and my mother used to maintain an account of the same. The flow of M.O's started increasing day by day and the jubilation my mother had in receiving the money can never be forgotten.

My Chittappa, my father's only younger brother, Dr. P.N. Swamy — now a Prof. in Physics and Head of the Department of Physics at the Southern Illinois University, Edwardsville, Illinois, U.S.A. — was also helping him in the business of Swamy Publishers in the 1960's. He used to pack the VPPs, label them and type all the addresses, stamp them and carry them to the Post Office for booking them. He would then proceed to the college. He was doing his doctorate research at that time in the Delhi University.

A Guide and a Mentor:

The ample opportunity and the freedom given to me by my father has given me enough strength and courage. The self-confidence in me was built up by him. The chance he gave me on several occasions brought out a change in the total outlook and profile of mine enhanced made me a versatile person. Good education is expected to be given by any parent but not rich experience. When I think of my education, I will be failing in my duty if I don't realize the pains and sufferings of my father to see that my education was never disturbed on account of his transfers from place to place. I feel I am gifted. I have tried to emulate my father in all walks of life. I would say I am not cent per cent successful yet. I only wish and pray God that I carry out all his desires, wish and vision completed to his entire satisfaction.

Today, I am the Joint Managing Director of *Swamy Publishers* and the Correspondent of *Swamy's Matriculation School* at Porur. I just look back into every step of mine. I can only recall the words of Shakespeare. The voice of parents is the voice of Gods, for their children they are heaven's lieutenants. His guidance enabled me to acquire abundant exposure in the office administration and publication business. The freedom he gave and the faith he had in me gave me lot of encouragement and as a result I could independently take decisions in introducing complete computerization in every aspect of our functioning, latest methods in packing and storing all the book matters in CD's. His interest in music has been fulfilled through me as he made me learn music. Today, he is totally happy as he could contribute a little to the field of music by permitting me to organize the fourth floor of our Sandhya Mansions into *Swamy's Hall* for conducting music concerts at a nominal cost and also for religious functions. Above all he has made me feel great by discussing each and every matter with me.

The True Reflections of My Father:

What made my father start a school ? Probably his liking for teaching which was there in his blood must have inspired him. If Swamy Publishers had made my father a renowned person in the country I would say that the school is going to be a monument to speak volumes about his noble service in shaping the future citizens. His utmost care to every area in Education shows his concern for the children. My association with him

in this project has made me a student, in learning the requirement of a model school which is an ongoing project.

My father understands the problems of others and does his best to ensure that these are sorted out. Even in the school affairs he puts himself into the shoes of Tiny Tots to know their needs such as seating, lighting and ventilation. I had never seen him bossing over anybody. His vast experience has always been shared with others at the appropriate time.

His sharp memory to recall any incident at the apt time makes me spell bound. His impeccable approach, undaunted efforts and effective implementation has enabled him to achieve whatever he had aspired for. His commitment towards completion of any task he undertakes and his attitude of never saying 'Yes' to a 'No' situation and vice-versa has been the secret of his success. He never forgets the people who have been associated with him or helped him in adversities. His immense faith in God, openness and willingness to admit even his own mistakes has seen his projects being crowned with glory. His policy of 'pardon others often, thyself never' had enabled him to climb every step higher to reach perfection.

He always has a tact for evaluating people on the job. Even before the person concerned knows that he has done a good job, he receives a pat from my father. He charms everyone by his calm way of working while enforcing a strict discipline to the extent that even his adversaries who come to scoff remain to pray.

Honour thy parents those that gave thee birth, and watched in tenderness thine earliest days and trained thee up in youth and loved in all. Honour, obey and love them. It shall fill their souls with holy joy, and shall bring down God's richest blessings on thee and in the days to come, thy children shall honour thee and fill thy life with peace.

It is a pleasure to be associated with my father and I feel I am the most privileged and blessed of all his children. I am determined to follow the footsteps of my father religiously.

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A large, faint watermark of the Swamy Publishers (P) Ltd. logo is centered on the page. The logo is a shield-shaped emblem with a circular border. Inside the circle, the text "SWAMY PUBLISHERS (P) LTD." is written around the perimeter, and "SINCE 1955" is written at the bottom. In the center of the shield, there is a stylized "SP" monogram. Above the shield, there are three small circular icons and a larger circular "TM" trademark symbol.

Section 3
About Swamy Publishers (P) Ltd.

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About Swamy Publishers (1980)

Location:

Not far from the hub of busy Mylapore (Chennai), but far enough to be away from its bustle, is housed the Swamy Publishers' Office — an office from which books radiate in thousands every day to distant destinations. The calm and serene atmosphere of the office deceptively conceals its methodical streamlined activities and its appearance wholly belies its record sales of books worth over four crores of rupees in twelve months. The silent but smooth and steady flow of work, the occasional exchange of instructions, queries and replies in gentle voices, the aroma of informality in its atmosphere — create a feeling that the setting might be an administrative unit of a Japanese firm. Presiding over and directing this office, Mr. Swamy is assisted by a small Board of Editors, Managers and other staff.

Board of Editors:

Mr. Swamy personally selected some junior officers serving in Central Government Offices in Chennai and trained them in the work of editing and updating his books. Mr. Swamy helped them to obtain Government's permission for working on some of his publications during off hours. Mr. Swamy as Editor-cum-Author-in-Chief, advises them from time to time and supervises their work in addition to taking on himself the more onerous of the tasks.

Office Staff:

The executive office dealing with completion of mail orders for books, raising of bills, despatch of publications and attending to correspondence and accounts is headed by Managers acting under the guidance of Mr. Swamy. The Managers and their staff, about fifty young assistants, form a happy close-knit team, content, disciplined and devoted to their work.

The Boss:

Mr. Swamy takes a personal interest in the welfare of every member of his institution and even sorts out their domestic problems. Quite often his assistance to them goes well beyond the norms of employer's obligations to his staff. In quiet, unostentatious ways, Mr. Swamy helps them tide over expenses on marriage, education, sickness, etc. All the members unhesitatingly turn to him for counsel and aid at all times.

Dedication:

So well organized and flourishing, it is no mean achievement that this institution is so dedicated to its service which happens to coincide with the weal of the Central Government employees and the smooth functioning of the offices in which these employees work.

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About Swamy's Books

Dynamic changes in rules:

Soon after Independence, amelioration of the lot of Central Government employees became a pressing necessity and in the wake of the First Pay Commission, the first seeds were sown in 1950, when the pension rules were somewhat liberalized. But, it is only in the recent past, after Five Pay Commissions and a few task forces that the Government have taken momentous decisions spelling out real changes for the good both in regard to entitlements and procedures.

Paucity of official publications:

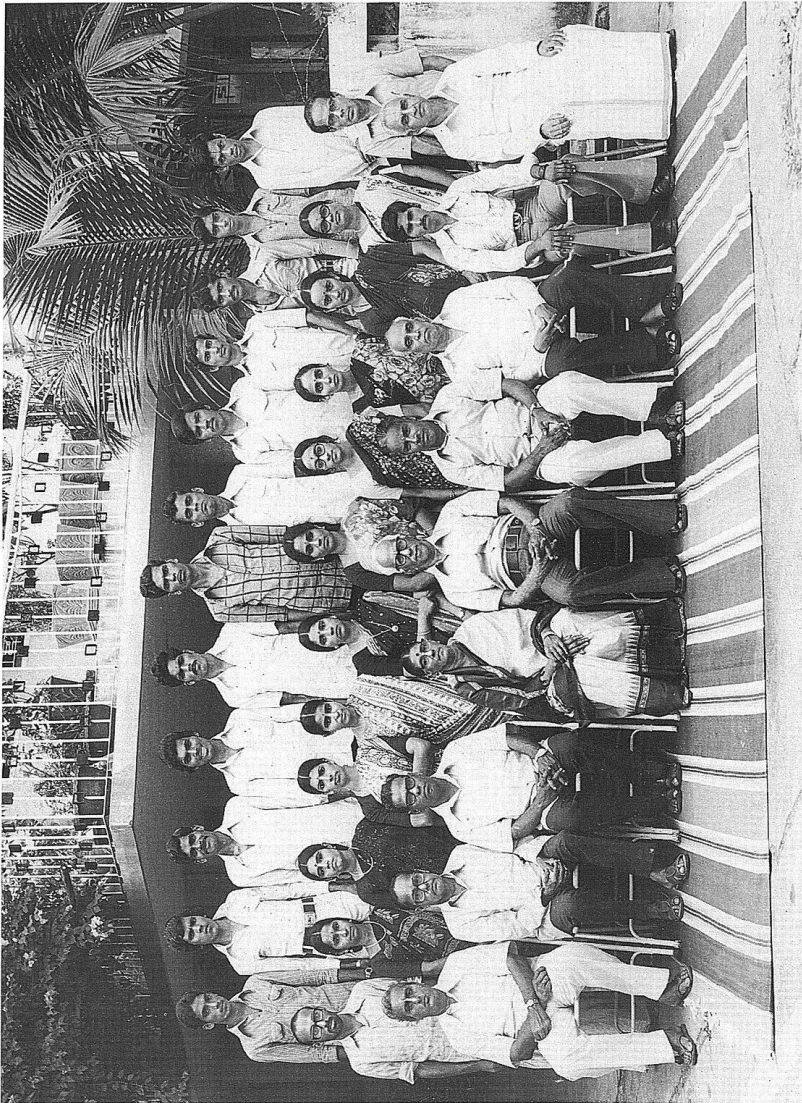
The new 'Pension Rules' notified in the Gazette in 1972 contains only the bare rules. Administrative instructions and other allied rules, such as Commutation of Pensions, Extraordinary Pensions, Benefits for Industrial Employees and Temporary Government servants, Premature Retirement Incentives, Central Government Employees' Insurance Scheme, etc., that came in quick succession have yet to be codified or included in the Pension Rules. Similarly, in regard to Travelling Allowances, Medical Treatment Reimbursement, Leave Travel Concession, Discipline Rules, Conduct Rules, Dearness Allowance, House Rent Allowance, etc., the Government have been issuing further orders every now and then, but dependable, up-to-date comprehensive official code books for reference have yet to come out. It is this need that has been filled in by Swamy's books.

Popularity of Swamy's Books:

The chief merit of Swamy's publications lies in the fact that they fulfil all the needs of the users. Quality paper, quality print and quality ink are used. The printing is free from errors. The binding is sturdy enough for repeated handling. Special care is taken in the choice of types to distinguish statutory rules from explanatory orders. Meaningful captions given to each Government instruction facilitates easy and quick reference. The prices are kept low. The books are up-to-date and even the amendments received during the course of printing are included in them before they are finally released. (In recognition of Mr. Swamy's services in the field, the Ministries and Departments of the Government of India dealing with Service and Financial Rules have included his address in their mailing lists for circulation of the orders issued by them.) No wonder that Swamy's books are found on the table of every Government officer in his day-to-day work. This is how Mr. Swamy's publications have grown from indispensable possessions to enduring popularity — or is it vice versa?

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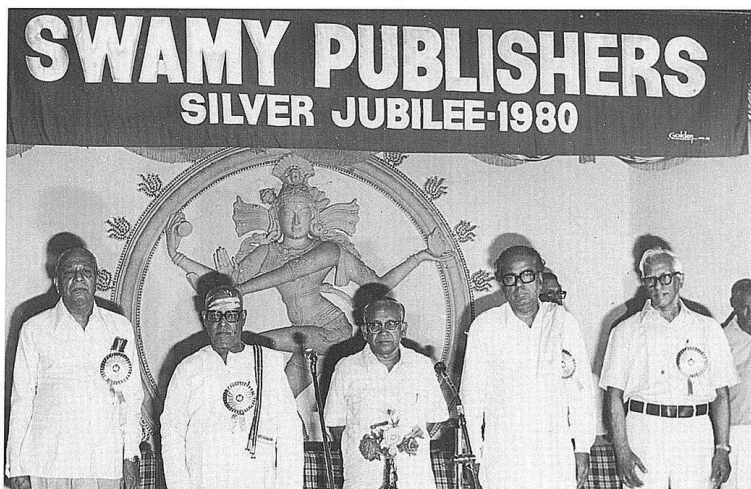


STAFF - SILVER JUBILEE — 1980

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SILVER JUBILEE - 1980



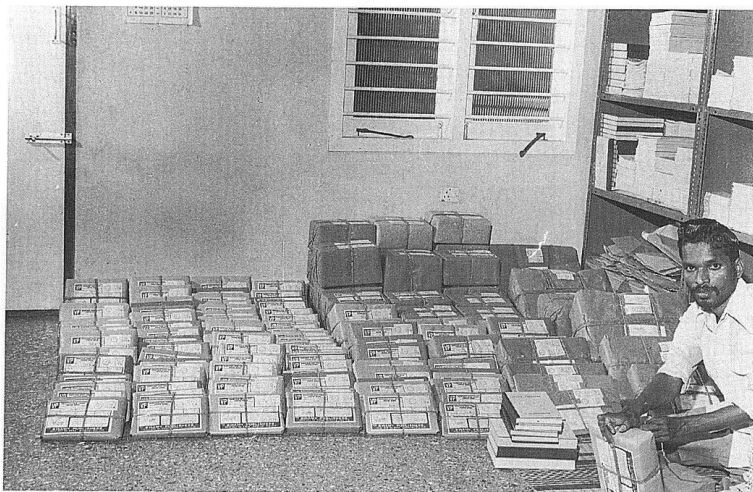
PRAYER



WITH SHRI G. LAKSHMANAN, DY. SPEAKER, LOK SABHA

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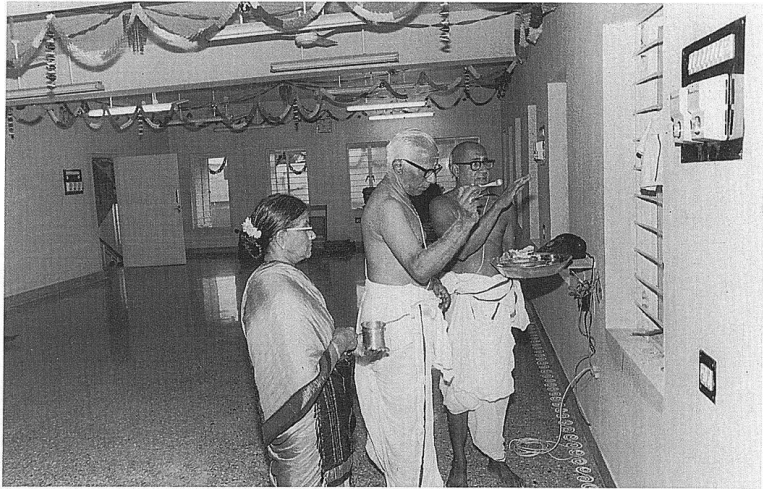
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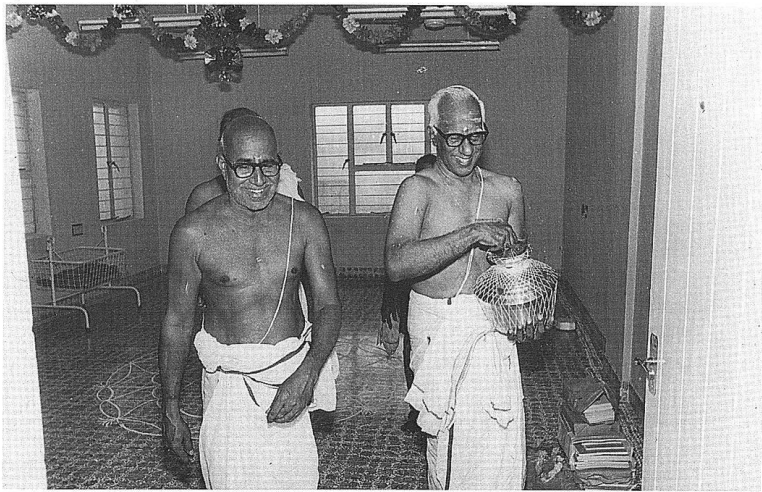
RAILWAY PARCELS

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GRIHAPRAVESAM - GROUND AND I FLOOR AT SANDHYA MANSIONS, 1983

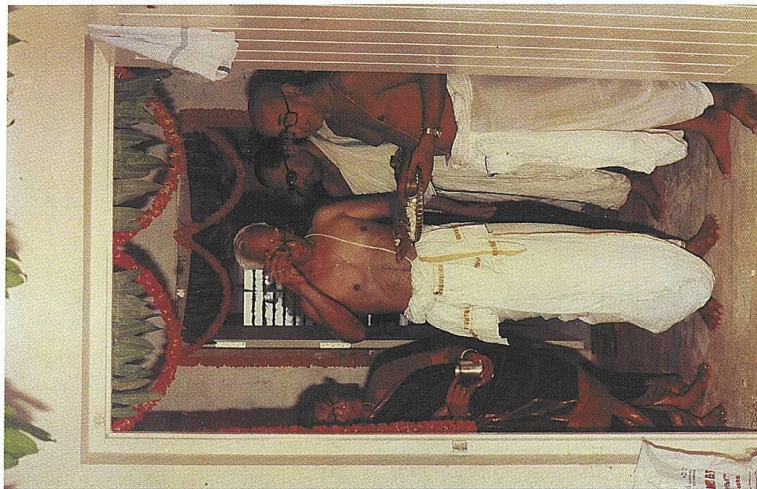


GRIHAPRAVESAM - II FLOOR AT SANDHYA MANSIONS, 1983

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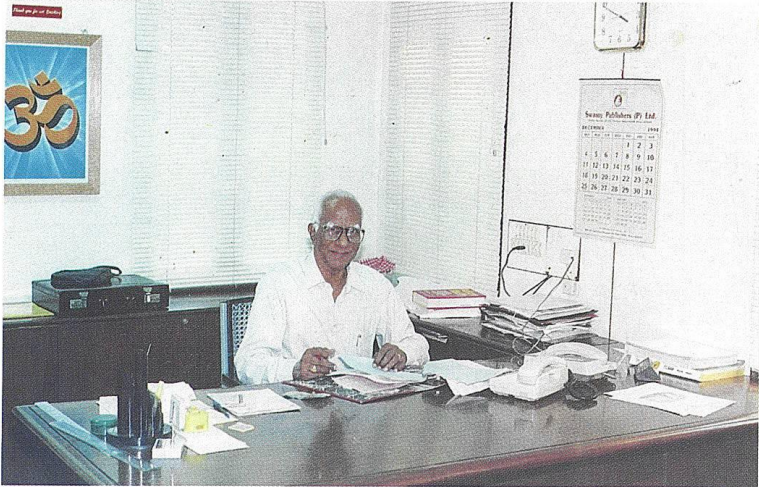
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GRIHAPRAVESAM - III AND IV FLOORS AT SANDHYA MANSIONS, 1991



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Not For Sale



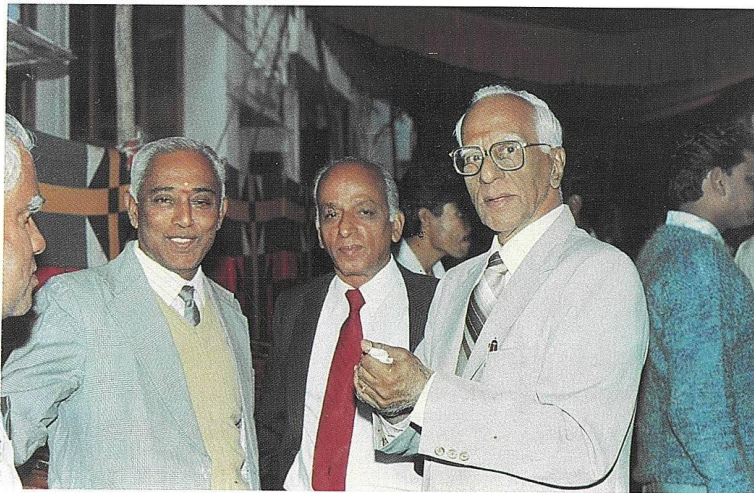
AT HIS DESK



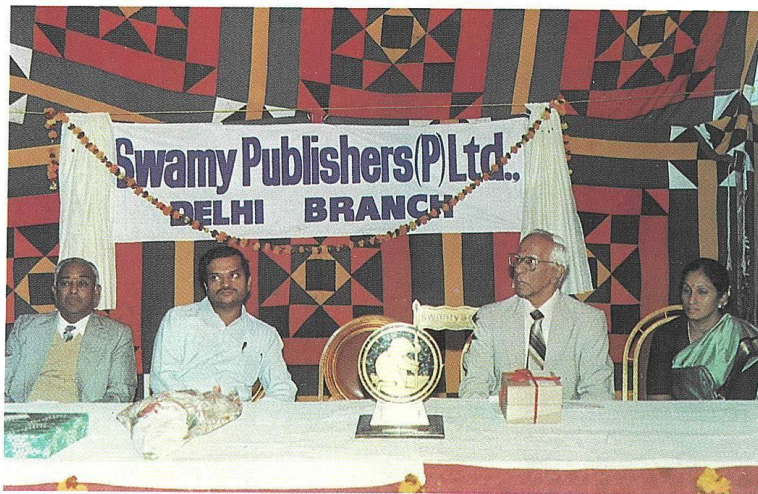
WITH CHILDHOOD FRIEND SHRI K. YEGNARAMAN

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DELHI OFFICE - INAUGURATION, 1992



DELHI OFFICE - INAUGURATION, 1992

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Not For Sale



TYPESETTING DEPARTMENT IN HIS OFFICE



COMPUTER DEPARTMENT IN HIS OFFICE

Not For Sale

Not For Sale



HIS BOOKS ON DISPLAY



HIS BOOKS ON DISPLAY

Not For Sale

Not For Sale



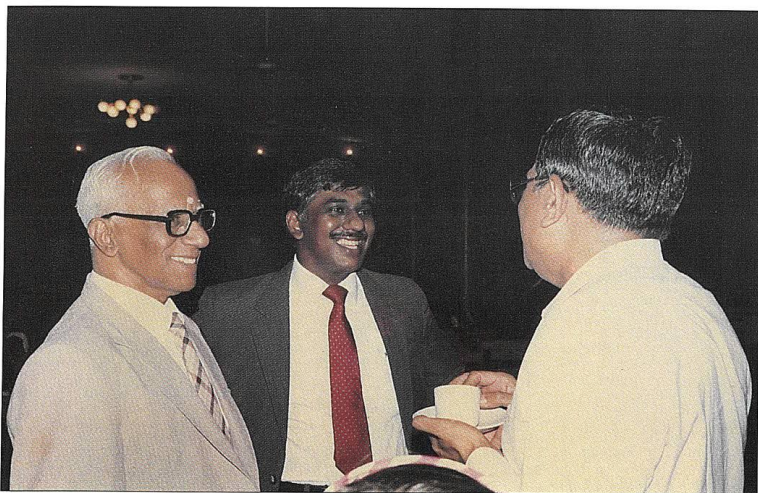
PICNIC — SATHANUR, 1983



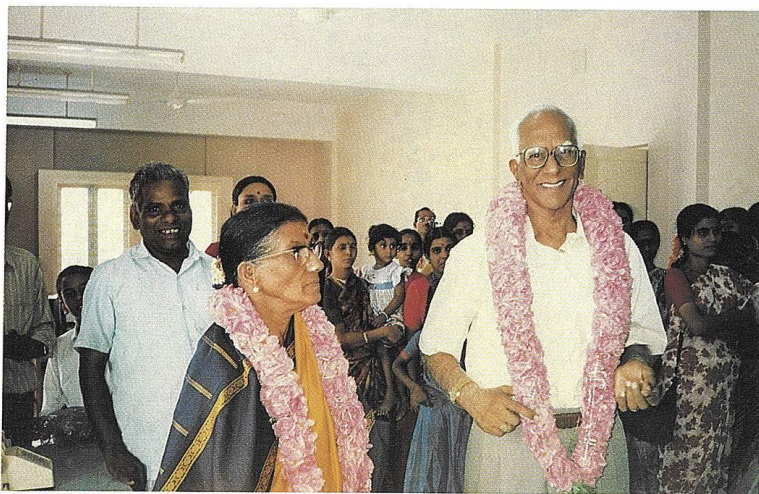
PICNIC — BANGALORE, 1988

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FOUNDER'S DAY - 1986 WITH SHRI K.P. SHARMA OF SHAW WALLACE



FOUNDER'S DAY - 1992

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**FOUNDER'S DAY - 1993 WITH SHRI K.N. KRISHNAMURTHY, GENERAL MANAGER
MADRAS TELEPHONES (RETD.)**



RECEIVING A MEMENTO ON HIS BIRTHDAY - 1994

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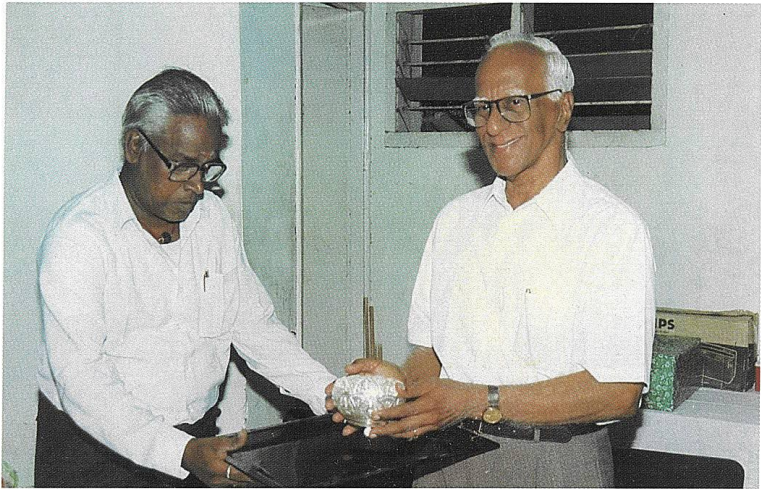
SMT. MUTHUSWAMY GIVING AN AWARD TO STAFF SMT. N. INDIRA, 1994



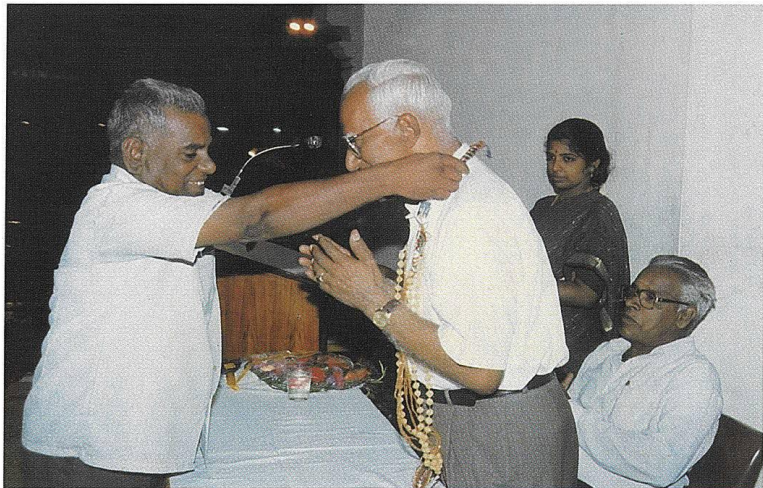
SMT. MUTHUSWAMY BEING GARLANDED BY STAFF- 1994

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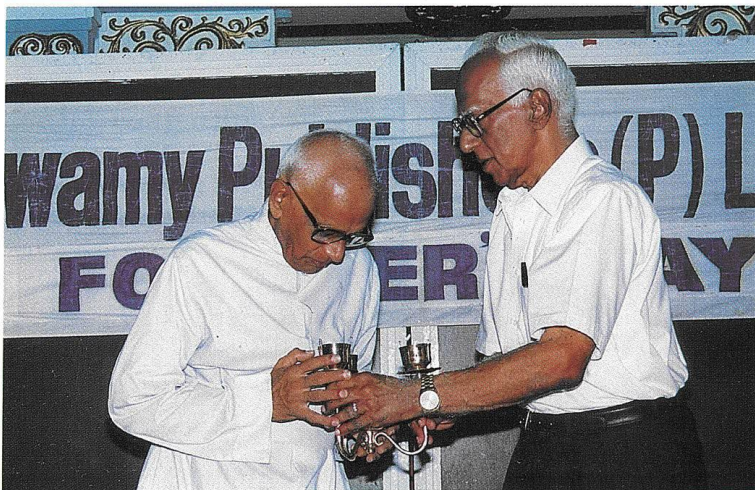
RECEIVING A GIFT ON HIS BIRTHDAY, 1995



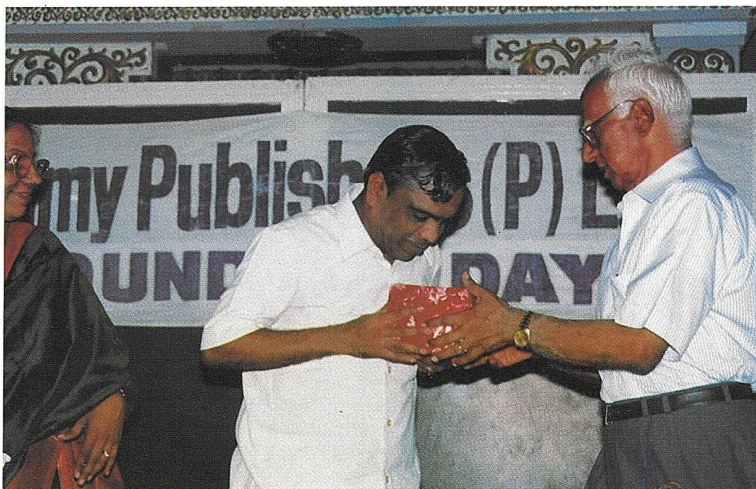
BEING GARLANDED ON HIS BIRTHDAY, 1995

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Not For Sale



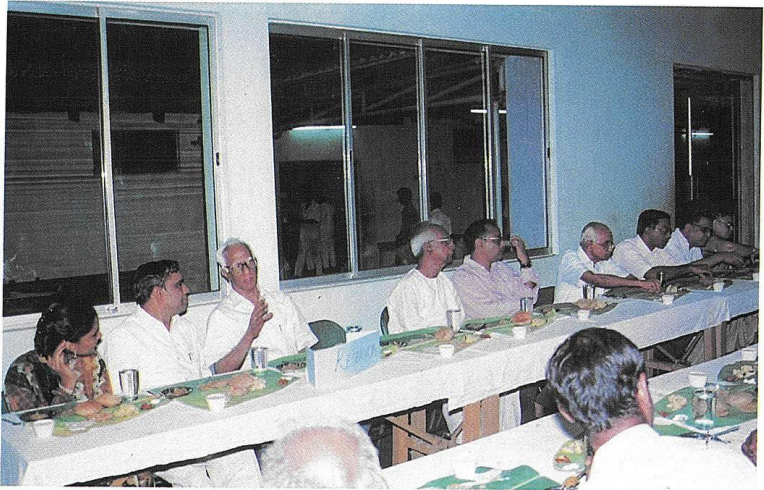
MEMENTO TO REV. FR V. LAWRENCE SUNDARAM S.J., 1996



GIVING A MEMENTO TO SHRI G. BALASUBRAMANIAN, JT. SECY., CBSE, MADRAS - 1997

Not For Sale

Not For Sale



FOUNDER'S DAY, 1997



SMT. MUTHUSWAMY GIVING AN AWARD TO SMT. LATHA - 1999

Not For Sale

Not For Sale



SATHABHISHEKAM – WITH VOLUNTEERS



**PRESENTING A CHEQUE TO UDAVUM KARANGAL, SHRI S. VIDYAKAR
ON THE SATHABHISHEKAM**

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STAFF — SWAMY PUBLISHERS — June, 1999



Sitting— Mr. Jayaraman T.R., Mrs. Subbalakshmi M., Mr. Muthuswamy P., Mrs. Brinda Venkataramanan, Mr. Ramamurthy S.
II Row— Mr. Narasimhan V., Mr. Elumalai P., Mr. Rajakesari D.M., Mr. Lakshmi Kanthan M., Mr. Muthukumar H., Mr. Srikanth D., Mr. Gunasekharan V., Mr. Vasudevan R., Mr. Rajamanickam V., Mr. Srinivasan P.N.
III Row— Mr. Shammugam V., Mr. Venkatesh P.K., Mr. Dasarathan K., Mr. Venkatesh R., Mr. Loganathan S., Mr. Gopalakrishnan K., Mr. Raji E., Mr. Ramakrishnan S., Mr. Krishnamurthy A., Mr. Vasudevan R., Mr. Viswanathan A., Mr. Viswanathan K., Mr. Selvaraj P., Mr. Pitchumani S., Mr. Venkateswaran S.

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STAFF — SWAMY PUBLISHERS — June, 1999



Sitting— Mrs. Indira N., Mrs. Brinda Venkataramanan, Mrs. Subbalakshmi M., Mr. Muthuswamy, P., Mr. Jayaraman T.R., Mrs. Lakshmi Ramanathan, Mrs. Pushpalatha L.
II Row— Miss Vijayalakshmi G., Mrs. Yogalakshmi K., Miss Revathy R., Mrs. Kalavathy, Mrs. Vijayalakshmi V., Mrs. Karpagam A., Mrs. Immaculate Mary S., Miss Vishnu Varthini R.,
III Row— Mrs. Shayamala B.R., Mrs. Padma Srinivasan, Mrs. Vijayalakshmi R., Mrs. Radhika R., Mrs. Manimegalai A., Mrs. Saratha Chandrasekar, Mrs. Girija V., Mrs. Bhavani N.

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STAFF — SWAMY PUBLISHERS – Delhi Branch
June, 1999



Sitting:— Mrs. Swarnalatha, Mrs Uma Balasubramanian, Mrs. Saraswathy
II Row:— Mr. Dharmendra, Mr. Daya Kishan Joshi, Mr. Jeet Singh

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The Growth of Swamy Publishers

P. SRINIVASAN

Director, P & T Accounts Service (Retd.)

(Silver Jubilee Souvenir, 1980)

Shri P. Muthuswamy who was one of my colleagues in Delhi in the 1950's has been the Founder and Editor of "Swamy Publishers" during the last 25 years since 1956 and I am very happy to know that this year (1980) is being celebrated as the Silver Jubilee Year.

During this period, "Swamy Publishers" have reached new dimensions all over India. This has been due to the fact that their reference books are duly corrected up-to-date and cover almost all the rules and regulations governing the service conditions of Central Government employees. It is no exaggeration to say that every Government office today has Swamy's latest publications in its library while all Central Government employees are benefited by using these preparations for passing the prescribed qualifying departmental examinations for promotion.

It is noteworthy that "*Swamy's Handbook*" which is being brought out every year is an encyclopaedia of condensed information and a useful companion to every Central Government employee in his day-to-day work.

Mention should be made of "*Swamysnews*" brought out as a monthly magazine containing information about important latest orders of the Government of India.

In this context, I would like to give a brief resume of the origin of "Swamy Publishers" and its founder Editor, Shri P. Muthuswamy so that the younger generations may emulate his example of having an ideal in life and translating it into action with self-confidence, zeal, hard work, perseverance and dedicated service.

The author, Shri P. Muthuswamy had his high school education in Tirukattupalli and his college education in Tiruchirapalli. He got his I Class Degree in Mathematics in 1940. He was very diligent and hard working and along with his college education, he also qualified himself in technical subjects, viz., Shorthand, Typewriting and Book-keeping.

He had been married early in life and had to support his wife even before he could get a job. So he took recourse to earning by giving tuitions to some High School students in Tirukattupalli till he became a Postal Clerk in 1941.

By 1949, he had become the father of five children and was faced with the problem of making both ends meet. This again infused in him self-confidence and diligence which enabled him to qualify himself in both the departmental examinations for appointment as Post Office Accountant and All India Service of P & T Accountants.

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As an Accountant of the All India Cadre, he was transferred to Delhi in September, 1951 on Rs. 200 per month. This was hardly sufficient to maintain his family consisting of his wife and 5 children in Tiruchirapalli (where the latter had their schooling) and also maintain himself in Delhi. Necessity is the mother of invention. He tried to supplement his fixed income again by giving tuitions in departmental rules and regulations by means of cyclostyled notes to a number of candidates intending to appear for qualifying departmental examinations. In this process, a new idea got into him—why not extend such benefit to many more Central Government employees by bringing out regular printed publications?

Accordingly, on the Gandhi Jayanthi day of 2nd October, 1957, by means of a loan taken from a Co-operative Society, he brought out a printed publication entitled “Pension Rules Made Easy” in the name of “Swamy Publishers”. No doubt, he had to face many teething troubles in the initial years but he managed to overcome them all. Nothing succeeds like success. By hard work during his leisure hours, nights and holidays and without any detriment to his official duties and responsibilities, he was able to develop and enlarge the scope of his publications both in quality and quantity by getting recognition and patronage of the various Ministries and Departments of the Government of India and Central Government Officers and Staff.

Today he is providing employment to over 50 persons in his publishing organization and allied associate concerns.

He is unique in rising rapidly in his official career first as an Accounts’ Officer, then as Chief Accounts Officer and finally as Director of P & T Accounts and Finance in the Madras Telephones District from which he chose to retire voluntarily in 1978.

I am extremely happy to note that his “Swamy Publishers” has now come to stay as an institution dedicated to the cause of Central Government employees. I wish him continued success in all his laudable efforts.

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Neighbourhood People

ALAPHIA ZOYAB

(*"Mylapore Times"* January, 1999)

Swamy Publishers, a household name in the Mylapore neighbourhood is the vision and inspiration of one man — P. Muthuswamy, Chairman and Managing Director of Swamy Publishers. 'Rages to Riches' just about sums up his life.

Born into a lower middle class family, he rose to become the Director of P & T Accounts and Finance Service. At 78 he is still brisk and active and is full of plans. He entered Government service as a Post Office Clerk in 1941. He says, "My mother was very happy because in those days getting a Government job was a great thing." Although he did well in the Postal Circle Recruitment Competitive Examination he felt that there was no proper study material to prepare for the examination.

This was the beginning of his dream — to bring out a comprehensive publication for the benefit of the examinees. He began by distributing cyclostyled copies of his notes at a no-profit, no-loss basis. His notes became very popular and his yen to bring out his own publication consumed him.

In this endeavour he faced several difficulties, as Government employees are not allowed to carry on any private business. But Muthuswamy discovered the loophole — there is no restriction for any literary work.

He became heavily indebted with his first publication. 'Pension Rules Made Easy'. But the book was very well received and after that Swamy Publishers went on from strength to strength.

Today, it is a very reputed publishing house and at the head of it is a very satisfied man. The philanthropist in him wished to do something more and this wish resulted in the construction of a school in Porur called 'Swamy's Senior Secondary School'. The junior block of the school has been in function from May 5th, 1995.

His plans for the future are concentrated only on the school and his publishing house. He says, "I have donated all my money to the school trust. My bank balance is empty and I have given away all my property also to the school."

He has seven children but feels no need to divide the property among them.

His daughter Brinda Venkataramanan, also the Joint Managing Director of Swamy Publishers (P) Ltd. is extremely proud of her father's selflessness. She says, "I am extremely happy to be his daughter and the lesson that he has taught all his children is to be independent."

Muthuswamy has a very dry humour but the incidents that he remembers best from his long life are the ones that taught him something. He relates an incident.

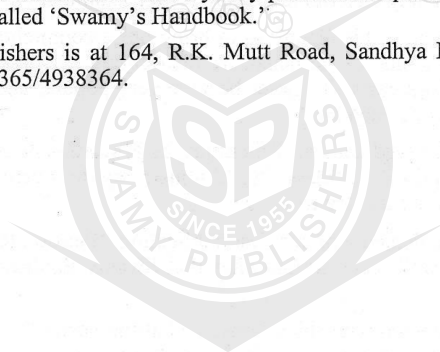
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He was once going to work on his bicycle in Delhi, when he had a flat tyre. He did not even have 2 annas in his pocket to pay for the refill. At the corner of the road he saw an old Sardarji who owned a cycle repair shop. Approaching him he said, "Sardarji, can you please fill air in my tyre, I will pay you tomorrow." The good Sardarji obliged. The next day Muthuswamy sold some newspapers, collected the money and went back to pay the Sardarji. But the Sardarji refused the money and said, "I do not need the money. Both my sons are well-to-do. I'm doing this only because I have strength left in my body and I can still earn my own living."

This moved Muthuswamy very much and he returned home a wiser man.

His dictum in life has been, "Neither a lender nor a borrower be." He never lends money but gives it gratis. His life is an inspiring story of the fact that hard work, works! Some of the publications brought by Swamy Publishers include 'Swamy's Compilation of Fundamental Rules and Supplementary Rules', 'Swamy's Pension Compilation', 'Swamy's Compilation of Medical Attendance Rules', 'Swamy's Compilation of General Provident Fund Rules' and a yearly publication updating all Government rules and regulations called 'Swamy's Handbook.'

Swamy Publishers is at 164, R.K. Mutt Road, Sandhya Mansions, Chennai - 28
Phone Nos. 4938365/4938364.



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A large, faint watermark of the Swamy Publishers logo is centered on the page. The logo is a shield-shaped emblem with a circular border. Inside the circle, the text "SWAMY PUBLISHERS" is written around the top and sides, and "SINCE 1955" is at the bottom. In the center of the shield is a stylized "SP" monogram. Above the shield are three small circular icons, and to the right is a "TM" trademark symbol.

Section 4
About Swamy's School

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What is special about Swamy's School of Excellence?

The School with a difference

Building:

Our Junior Block is a ground *plus* three storeyed building. There are 27 classrooms each with 500 sq.ft. carpet area. All classrooms are airy with good ventilation and other amenities. Every floor has broad verandahs, 8 feet wide to have enough moving space. We have a separate playground well designed for Tiny Tots and a huge playground for others.

Our Senior Block is a magnificent building with ground *plus* three storeyed building inaugurated on 26-2-2000. There are 21 classrooms each of 500 sq. ft. carpet area, well ventilated with all amenities. We have a Seminar Hall with all equipments. There are huge Labs well equipped for Physics, Chemistry, Biology and Computer Science. Science Lab and Computer Lab are separate for each block.

Both the blocks have adequate playfields.

Specially planned toilets which can be used by the Tiny Tots as well as grown ups is a special feature of both the blocks.

An exquisite Open Air Auditorium adds more charm to the entire building.

Furniture:

Comfortable furniture for staff, both in the classroom and in the staff room to make teaching environment a pleasure.

Spacious comfortable seats for the children so that they do not have to rub shoulders with one another in a cramped atmosphere.

All benches provided with back rests to avoid strain to the children.

Special arrangements in all desks for each child to keep books and notebooks.

All furniture made of teakwood beautifully painted in colours or varnished.

Books and Notebooks:

All books specially selected and prescribed by qualified educationists.

All notebooks printed with School Name on wrapper, using good quality Maplitho paper in standard foolscap size, supplied at fair price.

Uniform:

We have taken up the responsibility of providing stitched uniforms to all our students and our students feel proud that they are being distinctly noticed and admired.

Transport:

Vans / buses operated by experienced Drivers and maintained in excellent condition ensuring utmost safety.

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Teaching Faculty:

Staff specially selected by expert educationists after assessing their performance in demonstration classes. Talented staff with dedication and involvement work for the benefit of the children. This is an area most important for your children.

Ideal:

It is not a commercially motivated School. It is an institution with lofty ideals set up by a Great Philanthropist working for the cause of education.

Strength of each class:

Students will not be admitted indiscriminately in large numbers to each class. The number will be limited to optimum levels so that individual attention may be given by the Teachers. This number will be small particularly in the lower classes. You may, therefore, apply early before the seats are filled up.

Cleanliness:

This School will not lag behind the Schools in the most advanced countries. Special arrangements for daily / weekly cleaning and periodical maintenance to preserve an atmosphere of perfection.

Financing:

Land of about 2 acres has been donated by the Founder, who has also donated his entire property for the construction of the building. M/s. Swamy Publishers (P) Ltd. donate major funds every year to complete the building and other infrastructure year after year till the School grows to the + 2 level. The school is a self-financing institution managed by *Swamy Publishers Educational and Charitable Trust*.

High Standards:

Children learn to learn in the lower classes. Hence a high standard is maintained at this stage with a good system driven into their minds to produce bright students in the middle classes and top-rankers in the higher levels. You will feel happy later if you admit your child in this School at this stage.

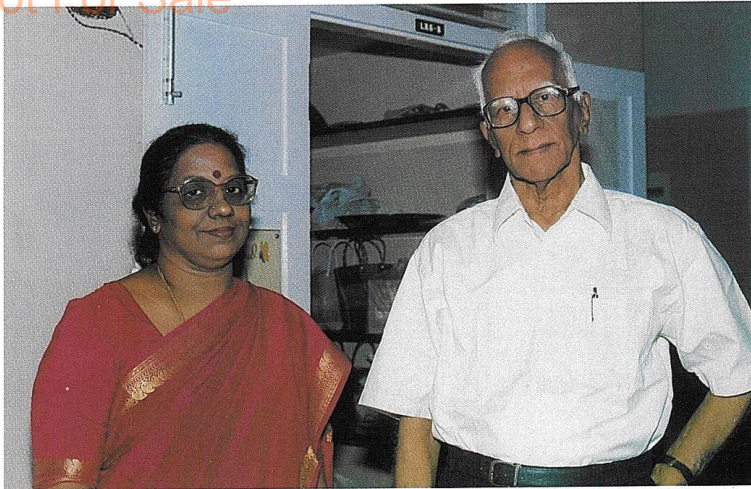
Payment of Fees:

We make the system easy for you. We collect the amount in *four* instalments during the year. Fees accepted by crossed cheques to reduce cash handling. Fee collection system is computerised.

Access to the Teachers:

You may like to be in constant touch with the Teachers to know about the progress of your child. The Principal and the class teachers will be easily accessible to you on appointed days. You will see a remarkable difference in this aspect between this School and other Schools. All Teachers will be available between 4.00 p.m. and 4.30 p.m. every day, for the convenience of the parents to know about the progress of their wards. In addition, OPEN HOUSE MEETINGS will be held regularly after the Assignment / Terminal Exams.

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FATHER AND DAUGHTER



FOUNDER AND CORRESPONDENT

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WITH HIS GURU REV. FR V. LAWRENCE SUNDARAM S.J.



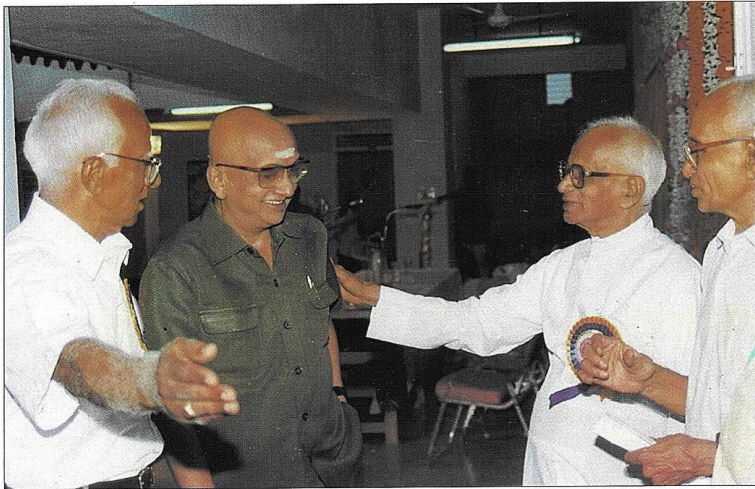
INAUGURATION OF JUNIOR BLOCK - 5-5-1995

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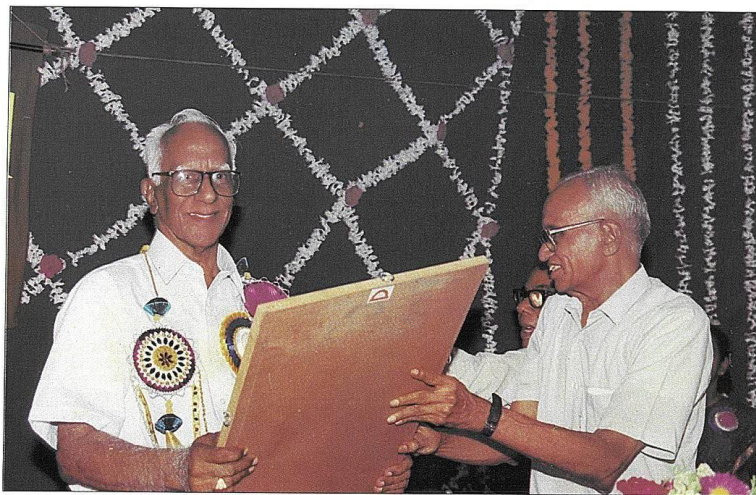
WITH SHRI CHO RAMASWAMY, EDITOR, TUGHLAK



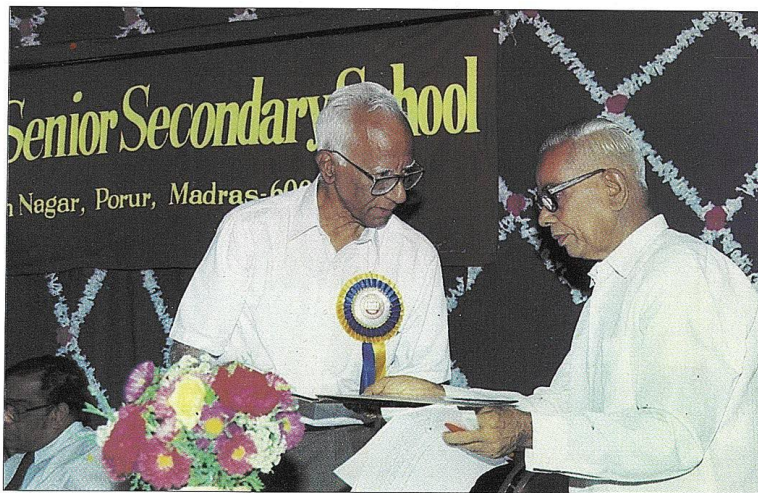
WITH THE GUESTS

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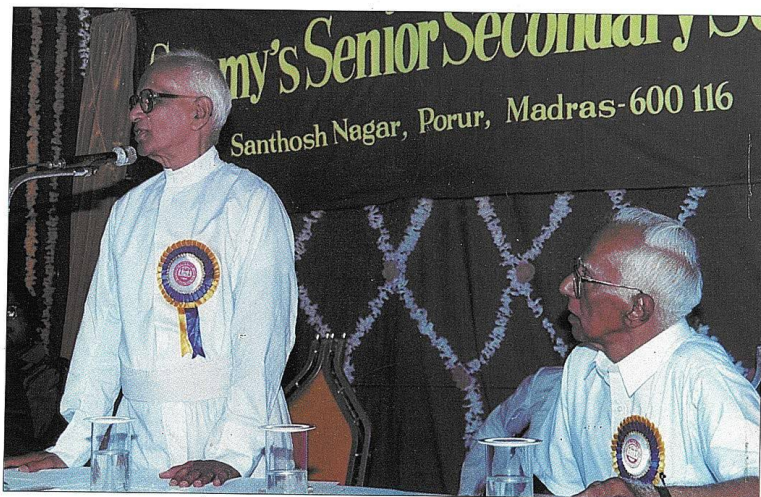
RECEIVING AN APPRECIATION LETTER FROM SHRI G.N. SUBRAMANIAN



WITH HIS CLOSE FRIEND SHRI M.E. VENUGOPAL

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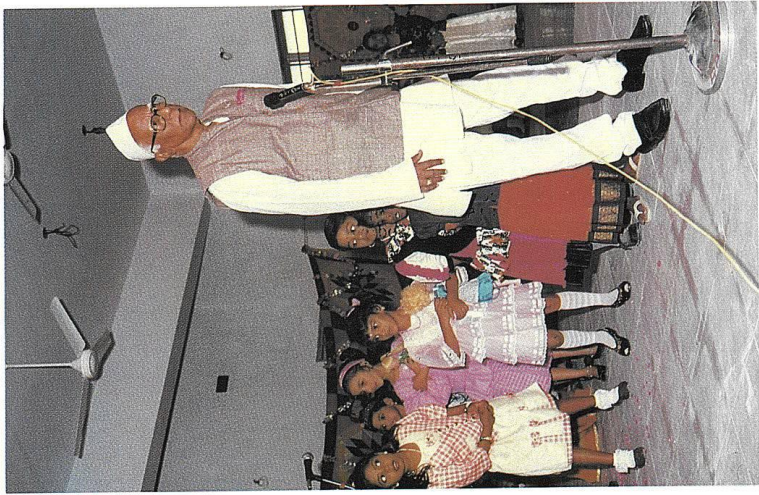
LISTENING TO REV. FR. V. LAWRENCE SUNDARAM S.J. - 5-5-1995



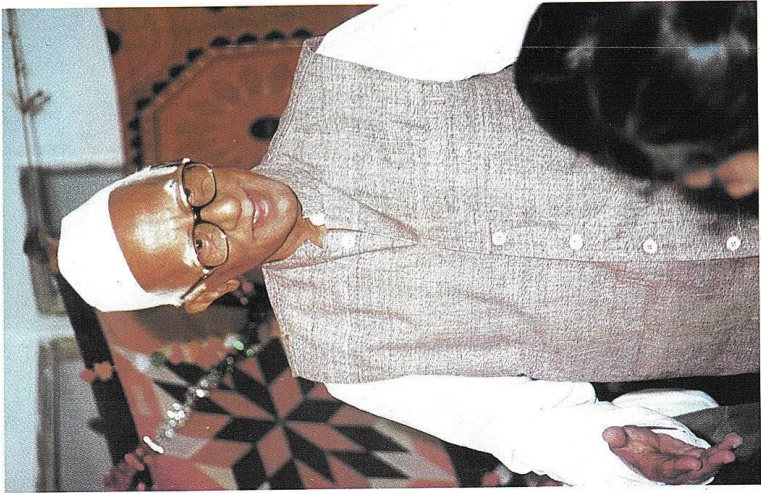
GIVING A MEMENTO TO REV. FR. V. LAWRENCE SUNDARAM S.J. - 28-10-1997

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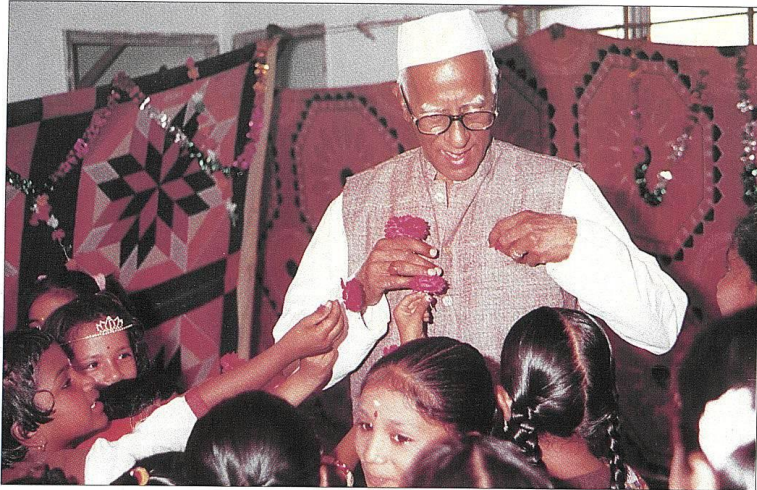
AS CHACHA NEHRU



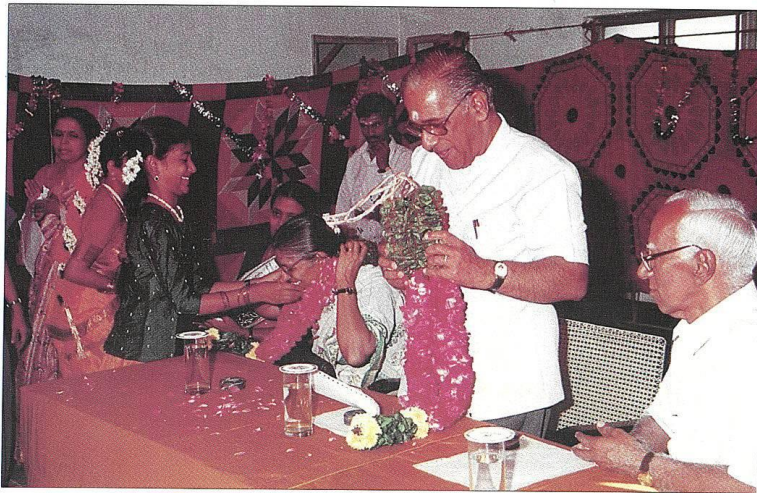
AS CHACHA NEHRU

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I WILL ACCEPT ANYTHING GIVEN BY CHILDREN



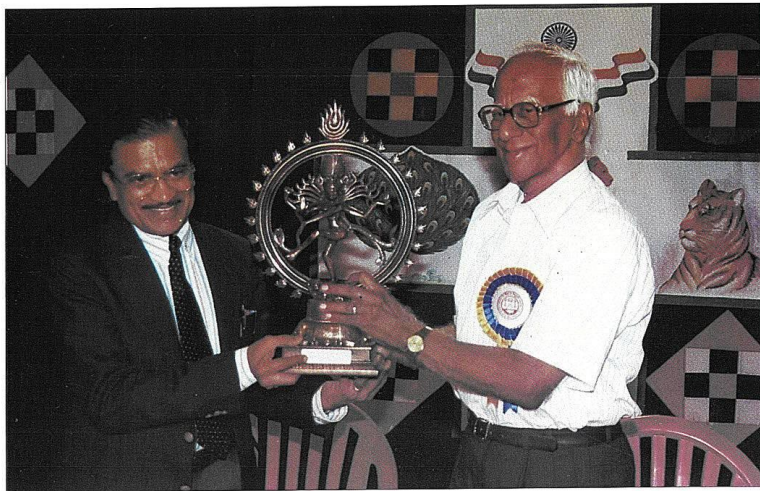
WITH HIS FRIEND SHRI T.H. IYER

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WITH PROF. P.T. MANOHARAN, VICE-CHANCELLOR, MADRAS UNIVERSITY



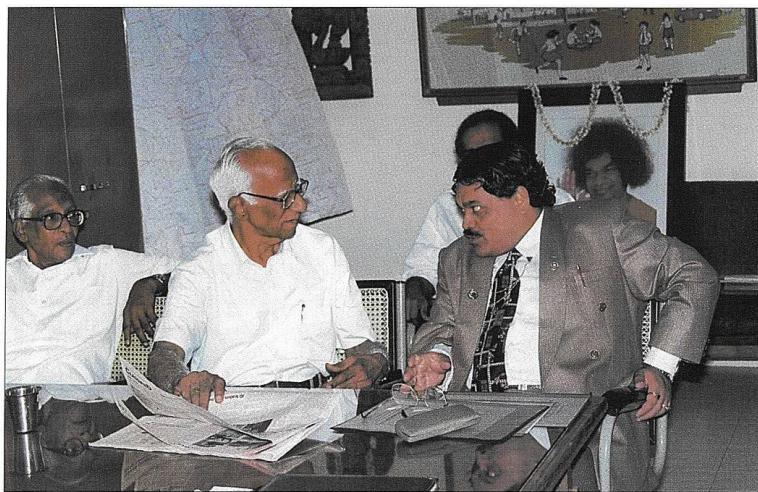
PRESENTING A MEMENTO TO PROF. P.T. MANOHARAN
VICE-CHANCELLOR, MADRAS UNIVERSITY

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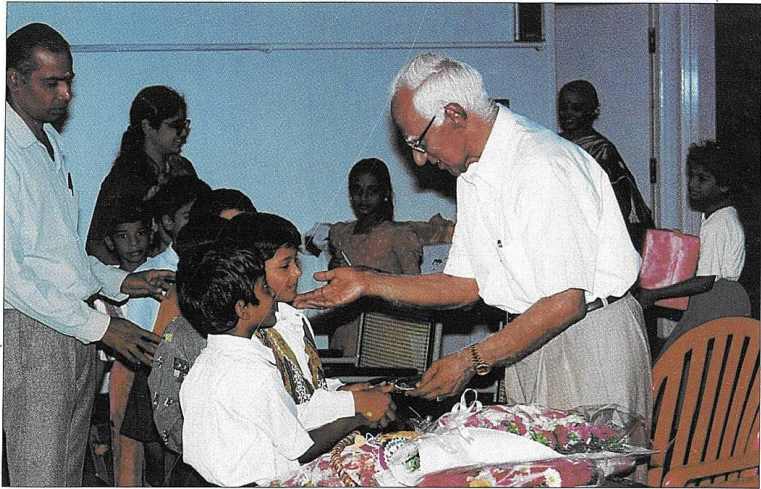
**JUSTICE S. MOHAN RELEASING THE ANNUAL MAGAZINE, SWAMY'S VISION, 1997 AND
Smt. K. ALAMELU, PRINCIPAL, P.S. SR. SEC. SCHOOL, RECEIVING THE FIRST COPY**



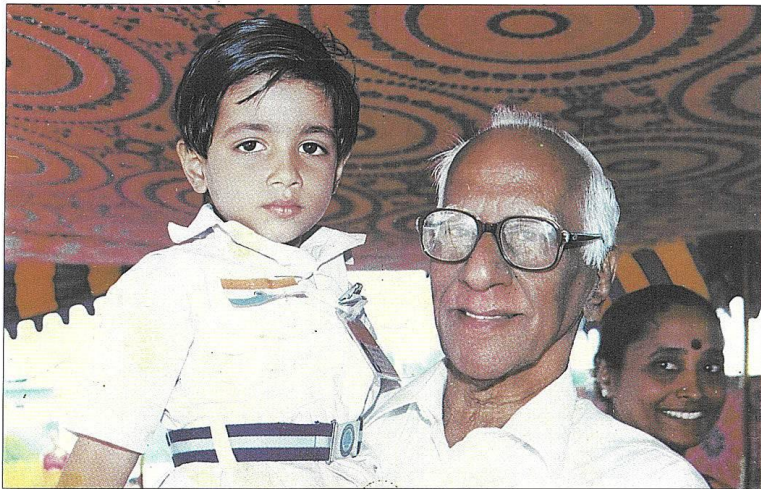
WITH SHRI V. VENKATACHALAM, PRINCIPAL, HINDU SENIOR SEC. SCHOOL

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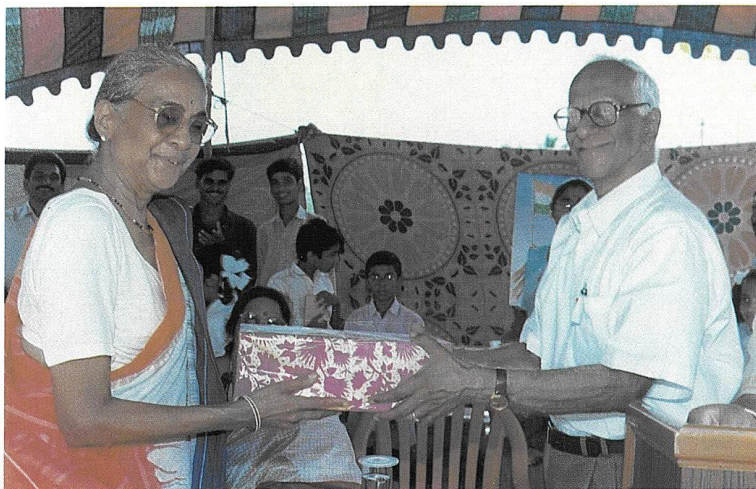
WITH THE SCHOOL CHILDREN



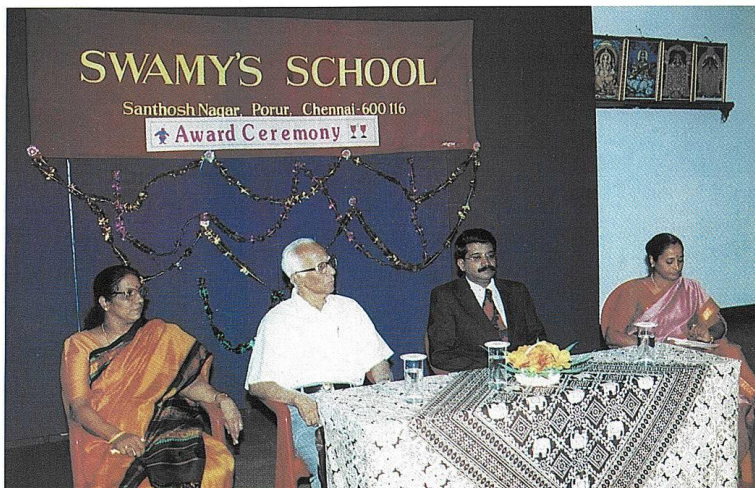
WITH THE SCHOOL CHILDREN

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WITH MISS MAITHREYI RAMADURAL, SECRETARY, THE MUSIC ACADEMY, MADRAS
ON INDEPENDENCE DAY CELEBRATIONS, 1998



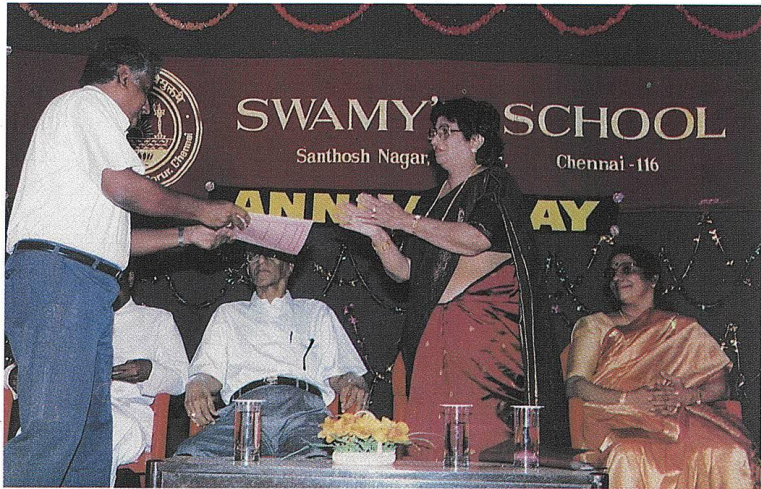
WITH PROF. ROBERT MASILAMANI, HEAD OF THE DEPT., COMPUTER SCIENCE,
SRM ENGINEERING COLLEGE

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WITH SHRI RAMACHANDRAN, RETD. CHIEF EDITOR, 'THE HINDU'
ON THE REPUBLIC DAY CELEBRATIONS



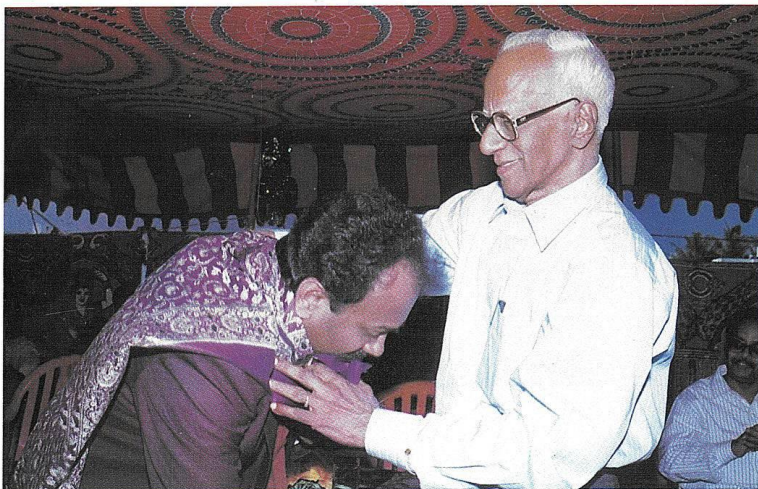
RELEASE OF SWAMY'S VISION WITH SMT. GRACE GEORGE, CORRESPONDENT
ALPHA MAT. HR. SEC. SCHOOL AND SHRI G.N. SUBRAMANIAN - OUR AUDITOR

Not For Sale

Not For Sale



WITH SHRI S. PARAMASIVAN, DIRECTOR, GOVT. EXAMINATIONS, TAMILNADU
FIFTH ANNUAL SPORTS MEET 13-1-2000



WITH DR. R. KISHORE KUMAR, DEAN, ST. JOHN'S GROUP OF SCHOOLS

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STAFF — SWAMY'S SCHOOL — June, 1999



Sitting:— Smt. M. Subbalakshmi, Shri P. Muthuswamy, Smt. Brinda Venkataramanan, Smt. Vasantha Krishnan
II Row:— Mr. Tamilmani M., Mrs. Kokilarani K., Mrs. Rajashree B., Mrs. Indiradevi R., Mrs. Sumathy S. Kumar,
Mrs. Anjalidevi M., Mrs. Uma, A., Mrs. Susheela Suresh, Mrs. Vijayakumar V., Mr. Pushparaju M.,
Mr. Narayanan.
III Row:— Mrs. Radha Viswanathan, Mrs. Neelaveni T.K., Mrs. Gayathri K., Miss Subalakshmi Sasikala, Miss Mala M.,
Mrs. Usha Ramachandran, Mrs. Padmaja V., Mrs. Prema S., Mrs. Meenakshi C., Mrs. Visalakshi S.,
Mrs. Lalitha S., Mrs. Latha J.
IV Row:— Mrs. Annapurna S., Mrs. Thulasi Bai B., Mrs. Vimala Lazarus, Mrs. Rajeswari Mohan, Mrs. Jessie A.
Thomas, Mrs. Lakshmi N., Mrs. Visalakshi S.

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STAFF — SWAMY'S SCHOOL — June, 1999



*Sitting:— Mrs. Nandini K., Mrs. Vasantha Krishnan, Mrs. Radha C.
II Row:— Mrs. Indira K., Mrs. Radha R., Mrs. Kamalamma D., Mr Muthu A., Mr. Manikandan V.,
Mr. Boopalan N., Mr Sundararajan S., Mr. Veerabathran R.K., Mr. Sathyavanan S.*

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INAUGURATION OF SENIOR BLOCK



A MANSION OF SWAMY'S IMAGINATION



JUSTICE THIRU M. KARPAGAVINAYAGAM INAUGURATING THE SENIOR BLOCK

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SWAMY'S SCHOOL – HIS VISION, HIS MISSION AND HIS PASSION



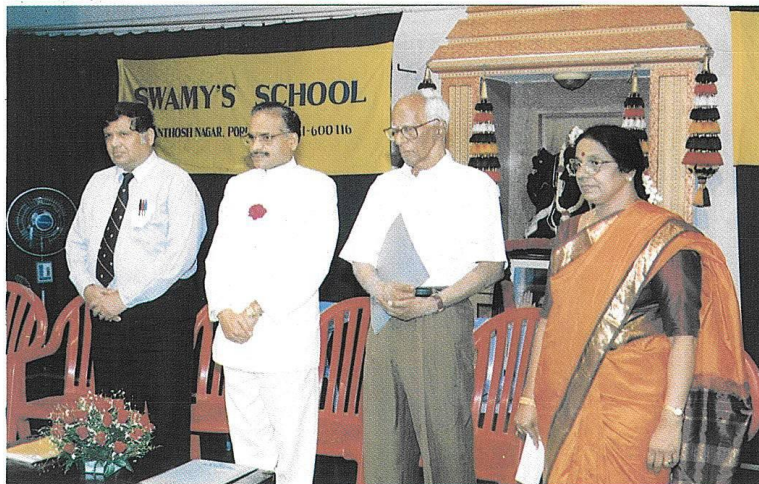
INAUGURATION – SENIOR BLOCK

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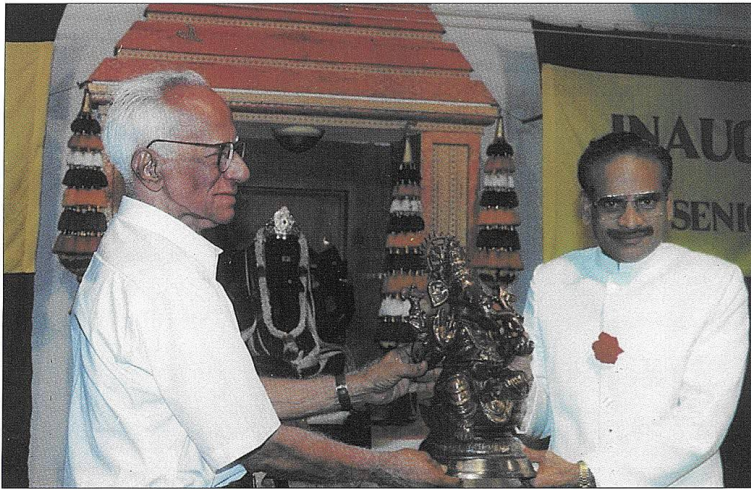
WITH JUSTICE, THIRU M. KARPAGAVINAYAGAM AND DR. R. NATARAJAN, DIRECTOR, IIT



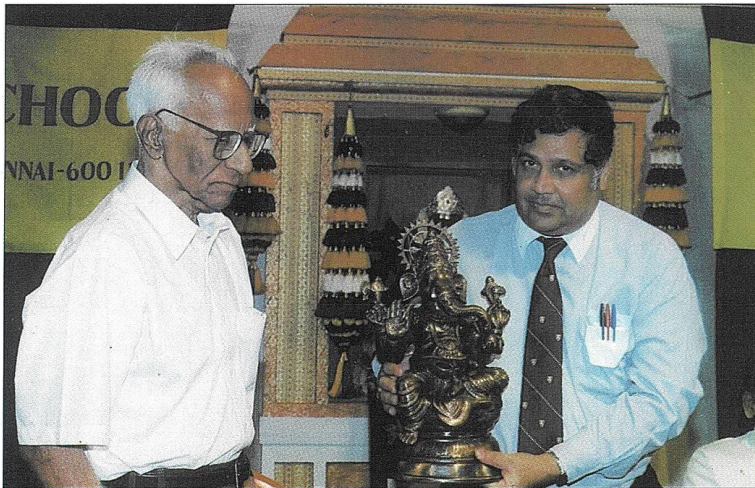
PRAYER – INAUGURATION OF SENIOR BLOCK

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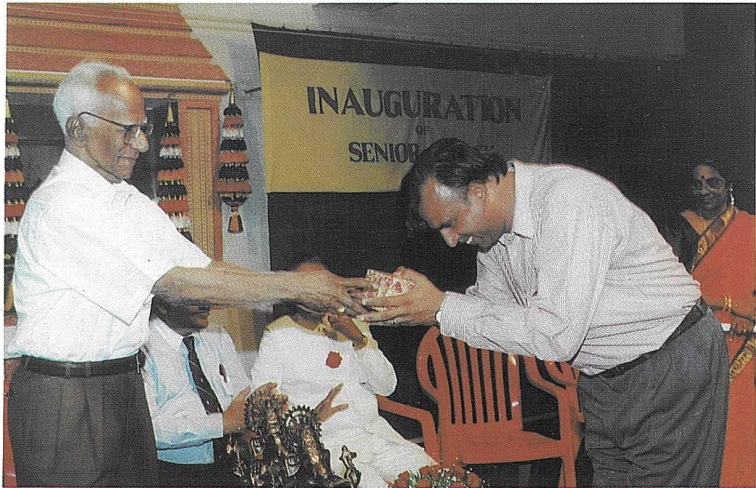
GIVING A MEMENTO TO JUSTICE THIRU M. KARPAGAVINAYAGAM



GIVING A MEMENTO TO PROF. R. NATARAJAN, DIRECTOR, IIT

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GIVING A MEMENTO TO SHRI P.R. THIAGARAJAN, MATS ENGINEERING



GIVING A MEMENTO TO SHRI R.V. SEKAR, CHAIRMAN, DBS PROPERTIES

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Special Facilities

Library:

The Library is housed in a 1,600 sq. ft. hall. The students have access to the Library comprising of an extensive collection of books, journals and newspapers. A Multi-media Information System is available in the Library with the Internet connection for our students' use.

Audio-Visual Department:

There is an Audio-Visual Department that comprises of a Television, VCR and Educational Cassettes through which the children's knowledge is enriched with the latest informations on all the subjects.

Activities:

The Activity Room provides them with thought-provoking games, puzzles and flash cards on the lessons taught which makes their studies enjoyable and interesting.

Computer Lab with Multi-media:

The School has a fully Air-conditioned Multi-media Lab with 20 latest Pentium-III Computers. The students are exposed to latest syllabus in computers from Class III, through well-trained computer staff. Subject teaching is also done through computers, wherever necessary.

Extracurricular activities:

A separate play area with a variety of play equipments are provided for Tiny Tots. Games and sports are given priority as physical fitness is important for all-round development. Many other activities are organized to augment the academic curriculum and promote creative thinking. Competitions and debates are conducted to effect a multidimensional growth of the students through their active participation in such activities. Students are given ample opportunities to participate even in Inter-School Competitions.

We have Computer Club, Karuna Club and Literary Associations.

Field Trips:

Field Trips and excursions are organized for all classes as we believe education is not merely within four walls of the classroom.

ஸ்வாமி மேல்நிலைப்பள்ளி

ந. ஆதித்தன்

("Porur Voice" September, 1997)

முத்துஸ்வாமியின் 'ஸ்வாமி பப்ளிக்ஷன்ஸ்' நிறுவனம் செழித்து வளர்ந்து லாபம் கொழித்தது. இவரது ஓய்வுக்குப் பிறகு நிறுவனம் மேலும் பெரிதாகியற்று. கிடைத்த லாபத்தை கல்வி மற்றும் சேவைப் பணிகளில் செலவிட ஒரு அறக்கட்டளை நடத்தினார். மாணவர்களுக்கு ஸ்காலர்ஷிப் மற்றும் திருமணத்துக்கு உதவி. இலவச மருத்துவ உதவி போன்ற சேவைகளில் ஈடுபட்டார். இப்பணிகள் மேலும் விரிவடைந்து உதயமானதுதான் 'ஸ்வாமி மேல்நிலைப்பள்ளி' திட்டம்.

1994-ல் செயல்படவும் பெற்ற இத்திட்டத்திற்கு முன்னோடியாக இருந்தவர் சர். பி. எஸ். சிவஸ்வாமி ஐயர்தான். கல்வியை பணம் காக்கும் வியாபாரமாகக் கருதும் இன்றைய காலகட்டத்தில் முத்துஸ்வாமியின் நோக்கமும் முயற்சியும் பெரிதும் பாராட்டத்தக்கது. கைசுப்பி வணங்கத்தக்கது. பள்ளித் திட்டத்தில் 'ஜூனியர் பிளாக்' கட்டி முடிந்து விட்டது. 'சீனியர் பிளாக்' கட்ட, திட்ட அளவிலேயே உள்ளது. திட்டம் ரூபாய் 2 கோடி. பணவசதி போதவில்லை. இப்பணிகளில் முத்துஸ்வாமி தனது வங்கி இருப்பு முழுவதையும் அளித்துள்ளார். தனது நிறுவனத்தின் லாபம் முழுவதையும் ஆண்டு தோறும் 30 முதல் 35 லட்சங்கள் தர உள்ளார். சாந்தோமீலுள்ள சொந்த வீட்டையே விற்று பணம் திரட்டி 'சீனியர் பிளாக்' கட்டி முடித்து பள்ளி கட்டிடப் பணியை நிறைவு செய்ய உள்ளார்.

பள்ளியில் +2 வரை கொண்டு வந்து மாணவர் எண்ணிக்கையை 1,500-ஐ தாண்டாமல் பார்த்துக்கொள்ள உத்தேசித்துள்ளார். அப்போதுதான் தரமான கல்வியளிக்க முடியுமென நம்புகிறார். சக்தி நகர், மங்களா நகர் வே-அவுட்டில் பள்ளிகளுக்கு இடமில்லாத காரணத்தால் ஸ்வாமி மேல்நிலைப்பள்ளிக்கு நல்ல வரவேற்பு இருக்குமென்ற இவரது கணிப்பு கடந்த மூன்று ஆண்டுகளில் சரியாகவே நிறைவேறி விட்டது. மற்ற பள்ளிகளில் ஆசிரியர்களுக்கு தரப்படும் சம்பளத்தைவிட இங்கு இரண்டு மடங்கு அதிகம் தருகிறார்கள்.

"தரமான ஆசிரியர்களுக்கு உரிய பண்புகள்" நேர்மையும் உண்மையும், இவற்றை விளை கொடுத்து வளங்க முடியாது. ஆசிரியர்கள் பள்ளிக்கு உண்மையாக உழைக்க வேண்டும். நாமும் அவர்களை நன்றாக கவனிக்க வேண்டும்" என்கிறார் முத்துஸ்வாமி.

இந்நிலை வளர என்றென்றும் இப்பள்ளி வளர்ந்தோங்க ஆசை கொள்கிறோம். எல்லாம் வல்ல இறைவன் இந்த அரும் மனிதருக்கு நீண்ட ஆயுளைக் கொடுத்து அவரது கனவு நனவாக அருள்புரியட்டும்.

முத்துஸ்வாமியின் கண்ணோட்டத்தில்

இன்றைய கல்வி நிலை குறித்து—

“இன்றைக்கு எல்லாத் தொழில்களிலுமே நேர்மையும், உண்மையும் குறைந்து போயுள்ளது. அதுபோலவே ஆசிரியர்களும் பணம் பண்ணுவதையே குறியாக நினைக்கின்றனர். டியூஷனிலேயே சம்பாதிக்க எண்ணுகின்றனர். டெடகேஷன் குறைந்து போயிற்று. கல்விக்கு முக்கியத்துவம் இல்லை” என்கிறார்.

இன்றைய மாணவர்களைப் பற்றி—

“இன்றைய தலைமுறையினருக்கு அறிவு வளர்ச்சி அதிகம். (Exposure) இன்றைய குழந்தைகளுக்கு அவர்கள் வயதில் எங்களுக்கு இருந்ததைப்போல 4 மடங்கு அறிவு வளர்ச்சி உள்ளது. ஆனால் கல்வி நிறுவனங்கள் கல்வியை வியாபாரமாக்கி விடுகின்றனர்” என்று வருத்தம் தெரிவித்தார்.

பள்ளிக்கூடம் நடத்தும் அனுபவம் பற்றி—

“பள்ளி ஆரம்பித்து நடத்துவது என்பது 90% கட்டிட வசதிதான் என்று நினைத்தேன். அது தவறு. எனது நண்பர் ஒருவர் கூறுவது போல ஸ்கூல் நடத்துவது கவர்ன்மெண்ட் நடத்துவதைவிட கடினமாக உள்ளது. ஆனால் எங்களது நோக்கம் தூய்மையானது. விடப் போவதில்லை. செய்து காட்டுகிறோம்” என்கிறார்.

எதிர்கால திட்டம் என்ன?

“எங்கள் பள்ளியை தலைசிறந்ததாக வேண்டும். திறமையான நிர்வாகத்தை ஏற்படுத்தி, உயர்ந்த, தரமான கல்வியை அளித்து திறன்மிக்க பள்ளியாக (School of Excellence) உருவாக்க வேண்டும்.”

இன்றைய தலைமுறையினருக்கு தங்கள் அனுபவ அறிவுரை என்ன?

“சக்தி உள்ளவரை உழைத்து வாழ வேண்டும். நேர்வழி, நேர்மையான உழைப்புத் தேவை. கடன் வாங்கக் கூடாது. கடன் தரக் கூடாது. பணம் போதாவிட்டால் சிக்கலமாக இருப்பதுதான் தலைசிறந்த வழி. இதுவே எனது கொள்கை. எனது வெற்றியின் அனுபவம்.”

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Speech Delivered by Prof. P.T. Manoharan

Vice-Chancellor, University of Madras

(Annual Day Function — 27-2-1998)

Mr. Swamy, Correspondent Mrs. Brinda Venkataramanan, Principal Mrs. Vasantha Krishnan, Teachers, Ladies, Gentleman and Children. Well, I like to say this, "I came, I saw, you conquered me". That's precisely what I want to say. There is a lot of things that I can talk about on this particular day. Well, I am very happy that I came to this small School far away from the centre of the City of Madras somewhere in Porur. It is a very interesting experience. I have been to Schools. I have been to Colleges. I have been to Universities across this country. I must confess that I have not seen anything somewhat like this. I see some quality which I have been talking about all the time day in and day out. I talk about excellence but I have difficulty in getting things done occasionally but inspite of it, I am so happy to see that this particular School founded by Swamy is doing so well in strengthening the very foundations of this country. Well, I was also surprised that they made me sit through this beautiful cultural set of programme. Normally I would have not liked to, because of want of time. But when I saw the cultural programme I was relaxed particularly after coming from a long day of work. It was extremely relaxing and what is much more interesting is the kind of exhilarating enthusiasm shown by the students of this school. They were so happy. They have been extremely well trained, so the credit for this goes to—whom? the students, Teachers, Correspondent, Founder, Principal or to whom? It goes to every one of them. This is what I call a co-operative attitude. There seems to be a very good channel of communication between the top and the bottom and this is something very very pleasant. I was so pleased to see a man like Mr. Swamy who is a Philanthropist and was ready to dedicate all what he has earned for the cause of education. Moreover, he wanted something permanently to be known to the world and he has done it very well. I must say whatever you have done Mr. Swamy, it is really worth it. Not only it is worth but it is also going to be remembered for ever. You must be a very happy man and you must be an extremely satisfied man.

Mr. Swamy also told me something about his family background. I had the chance to listen to him. Not only he, but also his own children were also addicted to the idea of doing something for the society. What else could be a better contribution than the contribution of education to the society?

You know this is the 50th year of Independence. The children talked about National Integration. They danced to the music of several parts of the country. They showed what is dance. 'They showed us what music is.' They showed us and enthralled us in their entire performance. I was really overjoyed. What they showed us in this very simple programme for nearly 2 hours is something about this country. This is a country of great culture, this is a country of great tradition and this is a country which has a very

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rich history behind it. You first think about this country. There is nothing that we do not have. We have everything that we should have. We have perennial rivers. We have water everywhere. This country had a green revolution and thereby there is much to eat. Inspite of that, there is one thing we have too much of and you know what it is and you should also know the necessity for curbing it. I am very very happy to have been here and enjoyed the entire set of programme. I like the concept behind this entire educational programme. I like the way the training been given to the children, what I call an all-rounded or well-round education.

Education is not merely to teach Maths, Science or Social Studies. It should aim at teaching the ancient culture and tradition which in turn makes them appreciate the composite culture. There were songs and dance even from Nagaland, Bengal, and Kerala which were so refreshing. I was extremely pleased that they could emulate every one through their dance. Now we are living in a very crucial time. There is a necessity for national harmony. In fact, all of us are sons and daughters of this great nation and we may practise a particular religion. We may belong to a certain caste that doesn't mean one religion is above the other or one caste is higher than the other. It so happened it was a set of circumstances that divided us in terms of religion, caste so on and so forth. But what I saw here definitely tells me that it is possible for all of us to live together harmoniously without worrying about religion, without worrying about caste, without worrying about gender. It is the combined skill that we have, it is the combined expertise that we have, it is the combined productivity, creativity and knowledge that will sustain this country.

So, if you want this country to go up, the only way is that, all of us must work together, we should create a scientific temper, we should create a scientific spirit, to bring this country's glory back again because this was a great country. Irrespective of looking at its literature, you can talk about "*Bharathi*" on one hand and you can talk about "*Sanga Illakkiyangal*" on the other hand. You can also talk about the famous Sanskrit Literature right from Kalidasa's days and so on. Irrespective of the 15 major languages that we have, this country is rich in every aspect. You talk about culture, you talk about language, you talk about literature, you talk about mineral resources, you talk about water, food; everything, everywhere we are a very rich nation.

In this country, there is nothing that we have to import except discipline. This country needs a tremendous amount of discipline. If we do have discipline, we would be able to thrive, we would be able to become a great nation. In fact, many of the western nations have already predicted, if India goes with a kind liberalization policy, economic policy, we are likely to emerge as one of the strongest countries in the world and with 1 billion population at the present moment we can have everything that we want, if we all dedicate ourselves, rededicate ourselves to two important things. One, quality and the other excellence and that is exactly what the School has achieved. I am very proud and I would like to congratulate all those, from the Founder to the little students that we saw here for what they have been doing. It is this combined effort which will make this nation great.

I am the Vice-Chancellor of a great University. But this is a very small School. But the kind of discipline, the kind of organization that you have should be further emulated from the School to the College, to the University and then to the nation. All of us will be doing a great job, if we combine our efforts together. The manner in which the dance pieces have been done shows the Teachers have become a very dedicated group of people. These children in their young minds can accept them and do it precisely the way it is supposed to be done. It is something one has to be extremely pleased about. Now there is one thing that I have to say about National Integration, particularly during the time of election that we had and during the time of bombing in certain places and that is, we have to put in our efforts in a very harmonious fashion without fighting with each other so that this nation becomes a great nation and achieves its glory back. I wish you all the best. **Best of Luck.**



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Speech by Shri S. Paramasivan

Director, Government Examinations, Tamil Nadu

(Fifth Annual Sports Meet — 13-1-200)

Good Evening Everybody. The Founder of this School, Mr. Muthuswamy, Madam Correspondent, Principal Mrs. Vasantha Krishnan, members of the teaching faculties, respected parents, my dear children, Ladies and Gentlemen.

It really gives me pleasure to associate with the closing ceremony of the Fifth Annual Sports meet of this school. When your Principal contacted me to preside over this closing ceremony function, I immediately consented to her request. In fact, she was very happy. When I told that 13th January, I am little free and I would be coming to your school for the closing ceremony of the sports meet, she was rather taken aback. Oh! my job has been so easily processed and completed. I have great pleasure to associate myself with this important function. For officers like me, the day begins dealing with lots of files and meetings and other decision making process. With that kind of pressure when I visited your school and saw the building and the performance of the children, I feel little relaxed. I am happy to be in your midst and I am extremely happy to have visited one of the very good schools in this area. From the outward appearance itself, I can say that the Founder has taken lot of interest in developing the school and he is ably guided and supported by his daughter, Madam Correspondent. Of course in the academic side, Principal Vasantha Krishnan is taking all the problems and issues under her control. With devoted band of teachers and the co-operation of parents, I think this school can get on very well in the academic side. I have visited so many self-financing schools like this in Tamil Nadu and other four Southern states, when I was the Regional Officer in C.B.S.E., Tamil Nadu, which was the first regional office in India. I have the pride and with that experience only Central Board of Secondary Education, New Delhi, has now established another 7 more regional offices following the model regional office at Tamil Nadu.

As Regional Officer I had the opportunity to visit many schools of the Southern states. Why should I say all these things now? During my visits I have seen many schools without infrastructure and other facilities, who have applied for affiliation. But in this small and humble school, the management has provided the required infrastructure and other facilities, creating a congenial atmosphere for the children to learn. In the educational term I could rather put it in this way, the management has provided a learning atmosphere for the children to pick up things and the teachers who are very much devoted, contribute for the academic side and children get a quality education from the teachers, Principal and other people.

So this is the way a private run school should be and all the parents are fortunate to have their wards as students of this school, and you have been getting good reports about your son's and daughter's performance in the various activities. School is not

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only for academic achievement; it is also for the achievement in different areas. Children should be exposed to different areas wherein their talents would be fully tapped or exposed or brought out, so that they can slowly build up and develop their goals and ambitions. When they complete their twelfth standard, they can stand on their own with self-confidence and they can face any challenges in the future. They can get in to any types of professional or Arts and Science colleges. So in this way, this management has taken lots of pain to provide all the facilities for teaching/learning process and children are also very much interested in involving themselves in the same, so that, the Classroom interaction would be smooth and conducive for them to pick up things. I sincerely feel that this management has been doing the job under the able leadership of the Principal, Mrs. Vasantha Krishnan. I know her very well from the time I was a Regional Officer of CBSE Schools. She was in different schools and now she is heading this institution with her effort and commitment, I sincerely feel that this school will come up very well and it will cater to the educational needs of the people of this particular area in Porur and parents will also be very happy to see their ward's performance in the Public Examinations. They will definitely bring laurels to the Alma Mater, they will be proud of this school and the school will be proud of the children.

I hope the teaching staff do their job very well in bringing up the children to the expectation of the parents with all the facilities provided by the management. I could see the performance of the children when they have executed very neatly in a disciplined manner the physical exercise. This is the way children should be guided and brought out and when discipline is inculcated in the minds of the children, I sincerely feel that nothing else will take place but only the learning process and this process had already been started for all the children of the school and parents will be definitely relieved of their worries and whatever may be, they will have full confidence in the school and in the management in the teaching staff, so that their wards may go to school and do the performance, come home, do their homework neatly and do also the additional homework. Additional homework means household activities and other activities. Students are not only in the academic activities but also in the co-curricular activities and extracurricular activities. According to the Principal, I understand that Computer Science Programme is here right from III Std onwards and students are exposed to computer literacy and other literary activities, sports meet like this, then debate, oratorical, drawing, so all music and many other activities to help the students expose themselves. I sincerely feel that the first batch of this school children, I mean the students appearing for the Board Exam next year will definitely bring first of all the reputations to their Alma Mater and happiness to them also. I wish the Ninth standard students who are present here a best of luck in their educational career and I also take the opportunity to congratulate the management for having provided all facilities for the children of this area to impart a quality education. In fact they have been constructing a very good building that will be added to this main building and students will find it very easy with all lab. facilities, library facilities, seminar room facilities, etc. So when they

have all these things, definitely they can concentrate on their academic as well as in extracurricular activities.

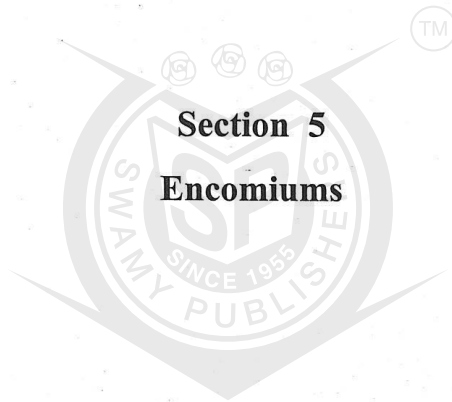
So I congratulate Mr. Muthuswamy. I asked Madam Principal, “how old is he? She said “he is 80 years young and not old”. So this gentleman, after his laborious service in Government of India has been doing a noble job in printing so many Government orders, bulletins of Government of India, Pay Commission Report and other books through his publications and income over the expenditure of that publications is channellized to the school development. I sincerely feel that he takes lot of interest for this overall development of the school. I once again wish the children of the school a Best of Luck in the educational endeavour. I take this opportunity to thank the authority concerned for having given an opportunity to feel or share my experiences freely with you.

Thank one and all.

Thank you.



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Section 5
Encomiums

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Shri P. Muthuswamy — A Personal Tribute

REV. FR V. LAWRENCE SUNDARAM S.J.
Former Principal, Loyola College, Chennai

(Junior Block Inauguration Souvenir, 1995)

SOME four years ago I was attending the Annual Book Fair held in the grounds of the Quaid-e-Milleth College, when unexpectedly I was accosted in the friendliest of tones by a voice which I had not heard for nearly fifty years. It was the voice of Shri P. Muthuswamy of Swamy Publishers and the face beaming with recognition and wreathed in smiles was a picture of what I can only characterize as *guru bhakthi*. Fifty years had passed since the young Muthuswamy had left St. Joseph's College, Tiruchi, after his graduation. Four years he had been my student in the Intermediate and Degree English classes. I had lost sight of him during this half a century nor could I immediately identify this student of old days. He brought me back home in his car, sat with me in my room at Loyola College, recalled old memories and left with me little souvenirs of his Publishing House. I was then made to reflect on the hold that a teacher can have on his old students across half a century. I could hardly consider myself worthy of the respect, regard and affection he manifested towards me.

After this encounter which brought back old memories, I realized how unaware I had been of Swamy's struggle through life to reach his present eminence as an editor and publisher. An appeal I recently made to him to get printed a small book which has been out of print for many years and now was urgently needed, evoked from him not only an immediate positive reply but an enthusiastic involvement in the reprint. He went out of his way to take the responsibility to get the work done without minding the additional expenses which the arrangements demanded from him. This affair gave me the chance of coming to know something of his wonderful power of organization and management. For the first time I became acquainted with his career which through formidable trials, challenges, surprises, defeats had led him from the position of an ordinary postal clerk to that of Administrative Director of Telecommunications, Madras. His long struggle with bureaucracy, impersonal procedures, the tyranny of bosses, the corruption in high places and his courage in the face of many odds reads like an epic of public service.

A visit to his Office in R.K. Mutt Road, Madras, opened my eyes to his amazing gifts of organization, management, initiative. How a poor student, to pay for whose College education his mother had to sell her jewels, worked and fought his way from a clerkship in the Postal Department to his present position as Chief Author and Managing Director of his own publishing house is not an ordinary success story in which unexpected windfalls like an unforeseen legacy or adoption by a rich uncle or aunt or the winning of a lottery ticket make up the tale, but it is a story constantly marked by set-backs caused by external forces outside his control, by very hard work in uncomfortable lodgings, financial worries, the bossiness of superior officers, a hundred

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obstacles that would have made a person of weaker character give up the struggle in despair.

Success in life too often turns the head, often too it is accompanied by a bitterness of spirit against those who have been a hindrance and put obstacles on the way, through envy or jealousy. Swamy, however, has kept no grudge or resentment against people who have treated him unjustly. He looks on them as God's instruments for keeping him on the right path and teach him patience and endurance.

His office is a model of efficiency and up-to-dateness, spotlessly clean, where every employee and subordinate works with satisfaction and joy. He commands not simply the respect due to a Manager but enjoys the affection and regard for the father of a business family. This accounts for the reputation he has gained in official circles where his publications are in great demand. No one before him had thought of codifying Government Rules and Regulations affecting the service conditions, duties, responsibilities as well as limits of the exercise of official power and the service rules concerning Central Government employees. His publications have attracted the attention of civil servants in foreign countries as well. Every section of his office, administrative, publishing processes, computers, packing, franking and routing by rail or lorry, stores, etc., hums with activity without the noise or gossip that one finds today in many establishments. It is a pleasure and an education in management skills to walk through and up and down the four floors of his splendid modern office building.

Swamy has widened his perspectives beyond the running of a business establishment. He has resolved to serve the country in the field of education and use his gains and profits for the building up of a truly modern School for boys and girls from the earliest stage onwards. His present noble ambition is to run a first class High School where instruction as well as moral training will be assured. He has recruited teachers without caste or religious bias and hopes that this will be the most constructive achievement of his life. In all that he is doing and is planning to do he has the help of his children especially of one of his daughters, Mrs. Brinda, who is his right hand and support. May men of the stamp and character of Muthuswamy obtain more recognition in our country and may his tribe, like Abu Ben Adam's increase.

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The Man Who Would Build a School

V.S. RAJAGOPALAN

*Joint Secretary to the Government of India and Financial Adviser (Retd.)
Ministry of Supply and Rehabilitation*

(Junior Block Inauguration Souvenir, May, 1995)

I FIRST met Mr. P. Muthuswamy in 1962. For the third time, the Finance Ministry of the Government of India had set up a committee for recodification of service rules. Mr. Muthuswamy serving in the P & T Department was considered to be the best person available for the recodification of pension rules and was drafted to the Cell set up for the purpose.

Mr. Muthuswamy set his shoulders to the task with zeal and enthusiasm. While he had the full encouragement and support of his superiors, unlike in the case of the sections dealing with pay and leave rules, which fully co-operated with the task of recodification and even carried out, side-by-side, consequential amendments to the existing rules on the basis of the recommendations of the Codification Committee, there was not much support from the Pension Section and the work had to be completed on the basis of the experience of the recodification cell. Mr. Muthuswamy was so much enthusiastic with his work that he even got copies of the final draft of the CCS (Pension) Rules, 1972, typed out and bound at his own cost. In the end, the various revised rules saw the light of the day only over a decade but provided the basic framework.

The Finance Ministry wanted to absorb Mr. Muthuswamy in the Ministry but had to release him reluctantly as the P & T Financial and Accounts Service had been constituted and it did not want to stand in the way of Mr. Muthuswamy's better prospects. His stint in the Finance Ministry had given Mr. Muthuswamy a deep insight into the requirements of up to date rules and the problems faced in continuing to maintain them up to date. In the vast P & T Department, he had also noted with deep sympathy the hardship of Government employees taking departmental examinations which determined their future, on account of a semi-vacuum in this area. With his experience enriched in the Finance Ministry, he set forward earnestly (even to the extent of taking premature retirement) to bring out up-to-date Service Rules, Manuals and Guides in improved formats. What followed is publishing history in this field. Over two decades, Mr. Muthuswamy had set up a big organization for the publication and distribution of his works and today hundreds of Government employees and a multitude of administrative officers feel thankful to him. No doubt, he had a few envious detractors (they could be numbered on the fingers of one's palm) but their efforts to put spokes in the wheel resulted only in the spokes being broken.

In spite of his striking success, Mr. Muthuswamy has remained to his friends and erstwhile colleagues, the same Mr. Muthuswamy when they met him first. Like

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Oliver Goldsmith's the Reverend Mr. Primrose, Vicar of Wakefield, God has given him the capacity for humility in prosperity in the same way he was given fortitude during adversity. It is, therefore, no great surprise that with his own difficulties experienced during childhood and natural sympathy and compassion for the less fortunate, his ambitions have turned to the building of a school to provide a high quality education which middle class people could afford.

I had always wondered what Mr. Muthuswamy with his originality and deep compassion for the less fortunate, would be coming up with next. When I first got the news of his plan to build a school I started speculating as to what could be the inspiration that could drive a man to such a task. Several thoughts fled through my mind.

Right from the ancient days, every benevolent king devoted some of his time and resources to the cause of education and the welfare of scholars. I still remember with amusement that in my school tests, whenever there was a question as to the reforms carried out by any monarch, one could safely answer that the Raja constructed roadways, got tanks dug up and schools built. An educated man was, *ipso facto*, a respectable person and a scholar's fame travelled even beyond the borders of his country.

From time immemorial, the value of education has been stressed in immortal epigrams by great poets and scholars like Avvaiyar, Kambar and Tiruvalluvar. Only education can lead a man from darkness into light. Whenever unconscionable things go on, one is used to observe that there is nobody to question such goings on. It is education that throws up any such person. For a Government, it makes people fit to lead but difficult to drive, fit to govern but impossible to enslave. It is perhaps the only commodity which a person can gift away but still retain the gift.

Eminent persons have, from time to time, stressed the need for education. While introducing his bill on elementary education in the Imperial Legislative Council, Mr. Gopalakrishna Gokhale specifically brought to the notice of the presiding Lord Hardinge the words of an American legislator who had stated that if he had the Archangel's trumpet which could strike the ears of all his countrymen, he would use it to tell them "to educate your children, all your children and everyone of your children". Even the much maligned Anglomaniac Lord Macaulay who was otherwise noted for his scholarship and brilliant rhetoric, had, in the course of a House of Commons debate on India, pleaded that the British Government should not balk from educating Indian masses under the fear that they might start thinking and revolt, but aim at educating Indians so that one day they could govern themselves in a manner better than the British themselves. This he felt would be a more satisfying and crowning achievement for the British people than an empire where the sun never sets.

At the mundane level, education helps a person to better means of livelihood and better social standing. It helps in the removal of social injustices and inequalities. The Tamil Nadu Government has been one of the first to take note of this fact and to take steps for promoting education from this angle. All said and done, their midday meals

scheme with all its faults is an inspired idea and an incentive for the economically weaker sections to send their children to school instead of to work.

The Delhi Administration inspired by UNESCO has recently announced a plan to educate all children within a year. The objective is that, all children should be encouraged to go to school and those who cannot or do not, should be given informal education. One of the problems they face is lack of public voluntary support without which such a scheme cannot be satisfactorily implemented. A few Muthuswamys would, no doubt, satisfactorily meet their needs.

Ordinary citizens inspired by noble motives have in the past succeeded in missions identical to Mr. Muthuswamy's and today even after a century, their legacies are flourishing in Pattamadai (Nellai district) and Tiruchy. Mr. Muthuswamy is yet another missionary on this noble trail. Hundreds of his admirers have and are responding overwhelmingly to help him achieve his dream. I wish him GODSPEED in the completion of his project.



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Entrepreneur with a Difference

K. R. VENKATARAMAN, B.A., B.L., F.C.S.
*Former Company Secretary, Computer Maintenance Corporation Ltd.
Manager, J. C. Penny (USA), Bombay*

(Silver Jubilee Souvenir, June, 1980)

Swamy Publishers have rendered yeoman service in their march of 36 years to a very wide variety of clientele—

- Government servants seeking knowledge to prepare for their departmental examination.
- The examiners looking for up-to-date books and guides to set question papers.
- Government officers endeavouring to improve their knowledge and efficiency.
- Government offices providing their administrative and accounting staff with necessary tools for performing their work.
- Public Sector Enterprises for understanding the 'Government Culture' while formulating their own personnel policies.
- Some Commonwealth countries seeking to understand the contemporary development of policies and procedures in the personnel management in the bureaucracy of our country.

There is always a motive force in an organization which achieves such tremendous success. If we take a closer look at the activities of Swamy Publishers we can perceive the motive force in the person of Mr. Muthuswamy who started his career in a remote Post Office in the early forties. He is synonymous with Swamy Publishers and is an institution by himself.

In this short write-up, I propose to trace the direction in which he developed the organization for securing the ideals set for himself and how I drawn into it.

One evening way back in April, 1957, I was introduced to him through some common friends when he came to the P & T Directorate after cycling all the way from the Old Secretariat where he was working as Senior Accountant in the erstwhile office of AOTR (Central). During those days, my primary concern was for qualifying in the second part of the P & T Accountants Service Examination and to become a full-fledged Accountant, the base for career growth in the P & T. Even in the very first meeting I was much impressed by the sincerity and deep concern exhibited by Mr. Muthuswamy in the welfare of his junior colleagues like me. Prompt came his invitation to me to attend his classes on Telephone Revenue Accounts, a new subject, just then included in the syllabus. I jumped at the offer. The subject being new, no literature was available, not even the corrected code books relating to the subject. Mr. Muthuswamy's masterly exposition of the various aspects of the new subject

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greatly relieved me and many of my other colleagues from the anxiety of facing a new subject in a tough examination. I also remember with gratitude, at this distant day, that he did not receive any remuneration for the services he rendered though his salary level was then less than adequate for a comfortable living and I presume he ran out of pocket in conducting the classes.

Thus grew my association with him and it became closer and more intimate in 1961, when I moved to the P & T Colony in Sarojini Nagar, New Delhi. I could observe him working alone till the small hours of the morning in the additional small room he had rented for his work in front of our quarter. I used to go there and spend some time with him occasionally. I was amazed at the extraordinary labour he was putting in and the meticulous care he was taking in personally going through the proofs of his various publications. He used to express often that even a small printing mistake had the potential of making difficulty to the candidates for the departmental examinations. His concern was genuine and sincere and, I am sure, that is the major contributing factor for the perfection of his monumental works.

His initial aim, as I understood, was to serve the employees scattered in different Posts and Telegraphs offices all over the country who were eager to build up their career prospects by qualifying in the examinations for Inspectors of Post Offices and P & T Accountants. Gradually, he enlarged the scope of the works to serve those appearing in the SAS examination of the Indian Audit and Accounts Department, whose needs are also similar in many respects to those of P & T Accountants. He was quick to realise that Government offices were in dire need of updated code books, as there was too much time lag in the Government's drafting, printing and publishing the corrected code books. When such departmental code books were actually made available they had already become deficient because of many amendments issued meanwhile. Swamy Publishers stepped into the field with a bang. The publications also gradually encompassed various procedural and financial rules. The guidebooks brought out were tailored to cater to the specific needs of candidates as well as Government offices applying them. With his perseverance and liaison with the Government, he could secure the permission of the Government for using in their offices the publications which covered the personnel and financial policies relating to the Government servants and certain other specified areas. His publications also cover legislative enactments prescribed for several Government examinations. Enlargement of the scope of his operations naturally resulted in economies in production and distribution and he very readily and gladly shared the economic advantage with the candidates who were taking the examinations by fixing moderate prices for his books. I am convinced that but for this pragmatic approach, it would have been impossible for the candidates in different corners to purchase the necessary books at reasonable prices and make a sound preparation for their examinations to achieve success. His publications have also contributed in a large measure in improving the efficiency of various Government offices and brought appreciation to those employees who used Swamy's Publications for administering procedural and financial rules in the spheres like personnel administration, finance and accounting functions.

I have been associated with public sector undertakings for over two decades. I was assigned the work of evolving and modifying personnel polices in the public sector. I have been immensely benefited studying and referring to Swamy's code books, as the evolving culture in the public sector is based primarily on the culture already developed in the Government offices to a very large extent. I have also learnt from my colleagues at the senior and intermediary management levels in the public sector that they are also beneficiaries like me of Swamy's Publications. I have no hesitation in saying that there would have been a void resulting in serious hardship to the candidates for the examinations, and to the administrative and accounts staff in the Government offices, had not the institution of Swamy Publishers come into being. Mr. Muthuswamy has always personally endeavoured to ensure a high quality of paper and printing besides making the publications up-to-date and elegant. This induces many to look into these publications which perhaps they would otherwise not.

Availability of Swamy's Publications for reference in the libraries of various offices, both in Government and the public sector, gives lot of confidence to those dealing with administrative and accounting problems. I would like to record my deep gratitude for the large benefit I derived by my personal association with him and by constantly using his publications while discharging my functions in different assignments in Government and after joining the public sector.

Even Governments of Commonwealth countries like Australia relied on Swamy's Publications for understanding the systems and procedures prevailing in India.

The success of Swamy Publishers is mainly due to the sweat and toil of Mr. Muthuswamy for which he deserves rich tributes.

Another feature that endears him to others coming into contact with him is his extremely sociable nature and helpful attitude to those in distress. He is always available to those who need his help. He is always surrounded by friends. By nature he is frank and outspoken with ill-will against none and at the same time soft-spoken.

I join his countless well-wishers and admirers in praying for the continued success of Swamy Publishers and for the good health and prosperity of Mr. P. Muthuswamy.

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உழைப்பால் உயர்ந்தவர்

அகிலன்

வீடு கட்டுவதற்கு மனையை வாங்கிப் போட்டுவிட்டுப் பல ஆண்டுகள் வீடு கட்டாமலேயே ஒத்திப்போட்டு வந்தேன். வீடு கட்டும் சாமான்களின் விலை ஆண்டுதோறும் ஏறிக்கொண்டே வந்தது. அந்தச் சமயத்தில்தான் திரு. முத்துஸ்வாமி தாம் பதிப்பித்த, வீடு கட்டுவதற்கான முன்வதானைக் கடன் பெறும் முறை (Swamy's Compilation of House Building Advances) என்ற நூல் ஒன்றை என்னிடம் கொடுத்து, விரைவில் வீடு கட்டும் வேலையைத் தொடங்கிவிடும்படி கூறினார். மத்திய அரசு நிறுவனமான சென்னை வானொலி நிலையத்தில் நான் பணியாற்றுவது நண்பர் முத்துஸ்வாமிக்குத் தெரியும்.

நூலை வாங்கி மிகவும் கவனத்தோடு படித்துப் பார்த்தேன். வீடு கட்ட விரும்பும் மத்திய அரசு ஊழியருக்கு மிகவும் பயனுள்ள நூல். எந்த அளவுக்கு அரசு கடனாக முன்பணம் தருகிறது, அந்தக் கடனைப் பெறுவதற்கு அவர் எவ்வாறு மனுச்செய்ய வேண்டும், மனுவோடு அரசுக்கு அனுப்ப வேண்டிய விவரங்கள் எவை, அரசு அந்தக் கடனை எந்த முறையில் அவரிடமிருந்து வசூலிக்கிறது என்பன போன்ற பல தகவல்கள் அந்தச் சிறு நூலில் காணப்பட்டன. மேலும், பொதுவாக கடன் வாங்கியோ, வாங்காமலோ முதன்முதலாக வீடு கட்ட விரும்பும் ஒவ்வொருவரும் தெரிந்து கொள்ள வேண்டிய பல முக்கியமான செய்திகள் அந்த நூலில் காணப்பட்டன. அந்த நூல் எனக்கு ஒரு புதிய ஆர்வத்தையும், நம்பிக்கையையும் தந்தது. வீணாக எதைக்குள்ளே ஏற்பட்டிருந்த குழப்பங்களை அது நீக்கியது. நூல் கையில் கிடைத்த அடுத்த ஆண்டில் நான் சுறுசுறுப்பாக வீடு கட்டும் வேலையில் முழுமுச்சோடு இறங்கத் தொடங்கி விட்டேன்.

ஸ்வாமி பப்ளிஷர்ஸ் நிறுவனத்தின் வாயிலாகத் திரு. முத்துஸ்வாமி வெளியிட்டுள்ள ஒரே ஒரு நூலால் எனக்கு விளைந்த பயன் இது. இதைப் போல் அரசின் சட்ட திட்டங்களைப் பற்றி வெவ்வேறு தலைப்புக்களில் சுமார் அறுபது நூல்களுக்கு மேல் அவர் வெளியிட்டிருக்கிறார். அஞ்சல் துறை போன்ற ஒரு நிறுவனத்திலோ, அல்லது வேறு எந்த மத்திய அரசு நிறுவனத்திலோ ஒருவர் சாதாரண எழுத்தராகக் குறைந்த சம்பளத்தில் வேலைக்கு அமர்ந்தால் அவர் கடைசியரையில் அதே வேலையிலும் சம்பளத்திலும் அல்லல்பட வேண்டிய நிலை இப்போது இல்லை. வாழ்க்கையில் உழைத்து முன்னேற விரும்புகிறவர்களுக்கெல்லாம் தமது நூல்களாகிய ஏணிப்படிகளை வழங்கி, வழிகாட்டிக் கொண்டிருக்கிறார், திரு. முத்துஸ்வாமி.

அரசாங்கத்தின் சட்ட திட்டங்கள் திருத்தங்கள், மாற்றங்கள், அடிக்குறிப்புகள் இவற்றை நாமே நேரடியாகப் படிக்கத் தொடங்கிவிட்டால், நமக்கு மயக்கத்தால் தலைசுற்றத் தொடங்கி விடும். வழி தெரியாத காட்டுக்குள்ளே புகுந்தவர்கள் போல் நமக்குத் திகைப்பு ஏற்படக்கூடும். அந்தக் காட்டுக்குள்ளே புகுந்து தமது தெளிந்த சிந்தனையால் கை விளக்கால் ஒளி பாய்ச்சி நமக்கு வழி காட்டுகிறார், முத்துஸ்வாமி.

நான்காம் வகுப்பு ஊழியர் அரசுத் தேர்வு முன்றலம் வகுப்பு ஊழியராக உயர்வு பெற வேண்டுமா? எழுத்தர் முதலில் இன்ஸ்பெக்டராக, பிறகு சூபரின்டெண்டாக, பிறகு டைரக்டராக தேர்வுகள் எழுதி வெற்றிக்குப் பின் வெற்றியாக வேலை உயர்வு பெற

Not For Sale

வேண்டுமா? அத்தகைய தேர்வுகளுக்கான தகவல்களை முறைப்படுத்தி, நெறிப்படுத்தி, எளிதில் புரிந்து கொள்ளும் வகையில் தமது நூல்களில் தருகிறார்.

இந்தத் துறையில் இவர் அளிக்கும் ஆய்வு நூல்கள் (Reference Books) சட்டங்கள் (Acts) மற்றும் வழிகாட்டி நூல்கள் (Guide Books) இவற்றுக்கு ஒரு தனி மதிப்பு உண்டு. தனி ஆற்றல் உண்டு. தம் சொந்த வாழ்க்கையில் 1941-ல் அஞ்சல் துறையில் 35 ரூபாய் சம்பளத்தில் எழுத்தராக வேலைக்குச் சேர்ந்த இவர், பிறகு தந்தியடிக்கும் பயிற்சியும் பெற்றுக் கொண்டு அஞ்சலகத் தலைவரானார். அதை அடுத்து, அஞ்சல் துறைக் கணக்கர் வேலைக்கும் அனைத்திந்திய நிறுவனங்களுக்கான கணக்கர் வேலைக்கும் தேர்வுகள் எழுதி, இரண்டடிமே வெற்றி பெற்றார். இவ்வாறு சொந்த முயற்சியால் மென்மேலும் தேர்வுகள் எழுதி, பதவி உயர்வு பெற்று, 1978-ல் (Director of Accounts and Finance) ஆக தொலைபேசி அலுவலகத்தில் மாதம் 2,300 ரூபாய் சம்பளம் பெற்றுக் கொண்டிருந்த காலத்தில் பதவிவிருந்து 1978-ல் ஓய்வு பெற்றார். ஆகவே, தம் சொந்த வாழ்க்கையில் எந்த முறைகளைக் கடைப்பிடித்து வெற்றி பெற்றாரோ, அதை அனுபவங்களை அடிப்படையாகக் கொண்டு அவர் இந்த நூல்களைத் தயாரித்திருக்கிறார். 'யாழ் பெற்ற இன்பம் பெறுக இவ்வையகம்' என்ற பெரு நோக்கம் இவரிடம் இருக்கிறது. மற்றவர்கள் உயர்வதற்கு வழிகாட்டி அதன் வாயிலாகத் தாமும் உயர்ந்துள்ளார்.

தடைகளைக் கடந்து முன்னேறியவர்:

1957-ம் ஆண்டு அக்டோபர் 2-ம் தேதி காந்தியடிகள் பிறந்த தினத்தன்று 'ஸ்வாமி பப்ளிஷர்ஸ்' என்ற இவருடைய நிறுவனம் தனது முதல் நூலை வெளியிட்ட தென்றாலும், இதற்குச் சமர்ப்பு பத்தாண்டுகளுக்கு முன்பே 1948-லேயே, இவருக்கு இப்படி ஒரு நூல் எழுதி வெளியிட வேண்டுமென்ற எண்ணம் தோன்றியிருக்கிறது. ஆண்டுதோறும் நாடு முழுவதும் உள்ள படித்த இளைஞர்கள் அஞ்சல் துறை எழுத்தர் வேலைக்காக தேர்வு எழுதுகிறார்களல்லவா? அவர்களுக்குப் பயன்படும்படியாக ஆங்கிலத்தில் திரு. முத்துஸ்வாமி ஒரு நூலை எழுதினார். அதுதான் அவருடைய முதல் நூலாக அச்சேறியிருக்க வேண்டும். ஆனால் அந்த நூல் அப்போது வெளிவர இயலாதபடி தடுக்கப்பட்டது.

நூலின் தட்டுமுத்துப் பிரதியைத் தமது மேலதிகாரிக்கு அனுப்பி, வெளியிடுவதற்கு அனுமதி கேட்டுக் கடிதம் எழுதினார். அனுமதி மறுக்கப்பட்டது! ஆகவே தம் ஆவலைச் சமர்ப்பு பத்தாண்டுகள் அடக்கிக் கொள்ள வேண்டிய நெருக்கடி இவருக்கு ஏற்பட்டது. ஆனால் அந்த ஆவலை அவர் உடனே துறந்து விடவில்லை. முதல் தோல்வியை அவர் முற்றிலும் தோல்வி என எடுத்துக் கொள்ளவில்லை. காலம் வரும் வரை காத்திருந்து செயலாற்றினார்.

மீண்டும் அந்த ஆவல் புத்துயிர் பெறுவதற்குப் பல ஆண்டுகளுக்குப் பிறகு முத்து ஸ்வாமிக்கு டுல்லியில் ஒரு வாய்ப்புக் கிடைத்தது. முத்துஸ்வாமியோடு வேலை பார்த்தவர்களில் இளைஞர்களான சிலருக்குப் பாட வகுப்பு நடத்த வேண்டிய சந்தர்ப்பம் இவருக்கு வந்தது. வேலை உயர்வுத் தேர்வு எழுதுவதற்காக ஓய்வு நேரங்களில் கல்வி கற்க வந்தவர்கள் அவர்கள்.

வகுப்பில் பாடம் எடுத்த மற்றவர்களைப் போல முத்துஸ்வாமி வெறும் விநியோகனோடு நிறுத்திக் கொள்ளவில்லை. தாமே சிரமப்பட்டுக் குறிப்புக்களை

எடுத்தார். விரிவாகப் பாடங்களுக்கு வேண்டிய தகவல்களை எழுதினார். 'சைக்களோஸ்டைல்' செய்து பயில்வோருக்கு இலவசமாக அளித்தார். அவரிடம் பயின்றவர்கள் தாங்கள் அதனால் மிகவும் பயனடைவதாகக் கூறி மகிழ்ந்தனர். பிறகு 200 'சைக்களோஸ்டைல்' பிரதிகளை இரு முறை தயாரித்து விற்பனை செய்தார். 'ஸ்வாயி பப்ளிஷர்ஸ்' நிறுவனம் இந்தக் கால் நூற்றாண்டில் ஆலமரம் போல் தழைத்தோங்கி இந்த நாட்டிலுள்ள பல வட்சக் கணக்காளவர்களுக்குப் பணிபுரிகிறதென்றால், அதற்கான மூல வித்து அந்த 'சைக்களோஸ்டைல்' பிரதிகள்தான். 'ஒரு சிலர் மட்டும் இதனால் பயன் அடைகிறார்கள் என்றால், இதையே அச்சு நூலாக்கிப் பலருக்கு வழங்கினால் என்ன?' இந்த சிந்தனையின் விளைவுதான் அவருடைய முதல் நூலான 'ஓய்வுக்கால ஊதியச் சட்டம்' (Pension Rules Made Easy).

அந்த நூலை வெளியிடுவதற்கான பொருள் வசதி அப்போது அவரிடம் இருக்கவில்லை. ஊழியர் கூட்டுறவுக் கடன் வசதிச் சங்கத்தில் 1,500 ரூபாய் கடன் வாங்கி அந்த நூலை அச்சிட்டு வெளியிட்டிருக்கிறார். அவரே ஆசிரியர், பதிப்பாளர், அவரே விற்பனையாளர்.

தொடக்க காலத்தில் அனுபவமின்மையால் நூலை அச்சிடுவதிலும், விற்பனை செய்வதிலும் பல கடுமையான சோதனைகள் அவருக்கு ஏற்பட்டதான் செய்தன. அதைத் தவிர, அவருடைய அலுவலகத்திலிருந்தும் அவருக்கு ஒரு சமயம் தீவிர எதிர்ப்பு முளைக்காமல் இல்லை. அவருடைய இந்த முயற்சிக்குத் தடை மேல் தடைகள் எழும்பத்தான் செய்தன. ஆனால் வந்த தடைகளை வயல்வாய் அமைதியோடும், பொறுமையோடும் முறியடித்து வெற்றி கண்டவர் இவர்.

உழைப்பே தெய்வம்:

திரு. முத்துஸ்வாமியின் வாழ்க்கையைக் கூர்ந்து கவனிக்கும்போது ஓர் உண்மை நன்கு பளிச்சிடுகிறது. அறிவே ஆற்றல் (Knowledge is Power) என்ற ரகசியத்தைத் தெரிந்து கொண்டு, அதைப் பெருக்கிக் கொள்வதற்காகத் தமது இளமைய் பருவம் முதலே கடுமையாக உழைத்திருக்கிறார். ஆனால் அறிவைப் பெருக்கிக் கொள்வதோடு மட்டும் அவர் நிற்கவில்லை. அந்த அறிவைப் பயன்படுத்தித் திட்டமிட்டு உழைத்து வெற்றி கொண்டிருக்கிறார். அறிவு ஒன்று மட்டுமே ஆற்றலாகி விடாது. குறிப்பிட்ட திசையில், குறிப்பிட்ட நோக்கத்துக்காக அறிவை இடைவிடாது பயன்படுத்தி (Applied knowledge is real power) என்ற உண்மையை வெளிப்படுத்தியுள்ளார்.

ஓரே சமயத்தில் இரண்டு துறைகளிலும் வளர்ச்சியை நோக்கி அவர் சிந்தனை சென்றிருக்கிறது. தம்முடைய உழைப்பால் உத்தியோகத்துக்குள்ள தம் தகுதியைப் பெருக்கிக் கொண்டு அதிலும் படிப்படியாகப் பதவி உயர்வு பெற்றிருக்கிறார். மறுபுறம் கிடைத்த ஓய்வு நேரத்தில் ஓய்வொரு மணித்துளியையும் பொன்னாக்கப் பாடுபட்டிருக்கிறார். 'நேரம் பொண் போன்றது' என்று சொல்வார்கள். திரு. முத்துஸ்வாமி விஷயத்தில் அது நூற்றுக்கு நூறு உண்மை.

கல்வூரியில் 1939-40-ல் பி.ஏ. படித்த காலத்திலேயே, ஆங்கில-தமிழ் தட்டுமுத்துப் பயிற்சித் தேர்வுகளிலும், சுருக்கமுத்துத் தேர்விலும் மற்றும் 'புக் கீப்பிங்' எனும் கணக்குப் பயிற்சித் தேர்விலும் வெற்றி பெற்றிருக்கிறார். வேலையில் சேர்ந்த பிறகும் தொடர்ந்து பல ஆண்டுகள் ஒரு புறம் மாணவராக இருந்து பயிற்சி மேல் பயிற்சிபெற்ற

உயர்ந்திருக்கிறார். திருமணம் செய்து கொண்டு குழந்தைகளும் குடும்பமுமாக வளர்ந்த பிறகும் அவர் பயிற்சிகள் பெற்றுத் தேர்வுகள் எழுதி வெற்றிபெறத் தவறவில்லை.

இப்போது வெள்ளி விழாக் காணும் 'ஸ்வாமி பப்ளிஷர்ஸ்'-க்குப் பின்னால் திரு. முத்துஸ்வாமியின் கால் ஓர்நாண்டுக் காலக் கடுமையான உழைப்பு இருக்கிறது. இந்தப் பதிப்பகத்தைத் தொடங்கிச் சில ஆண்டுகள் வரை இரவு கண் விழித்து, நள்ளிரவென்றும் பராமல் 1 மணி, 2 மணி சமயங்களில் 3 மணி வரை கூட உழைத்திருக்கிறார். அவரிடம் அந்தக் காலத்தில் பொருளாகிய மூலதனமில்லை. ஆனால் மூளையாகிய தனமும் உழைப்பாகிய தனமும் ஏராளமாக இருந்திருக்கின்றன. முழுமச்சேரே அவற்றைப் பயன்படுத்தியிருக்கிறார்.

நம் நாட்டில் குடும்பத் தலைவரோடு குடும்பத்தாரும் சேர்ந்து உழைப்பது அரிதினும் அரிது. கிராமப் புறங்களில் வயல் வரப்புக்களில் வேலை செய்யும் குடியானவப் பெருமக்கள் மட்டுமே சேர்ந்து உழைப்பார்கள். நடுத்தர வர்க்கத்தாரிடம் அந்த நல்ல பழக்கத்தைப் பொதுவாக நான் இங்கு காணவில்லை. சீனர்கள் மட்டிலுமே அப்படிக் குடும்பம் குடும்பமாக உழைத்து வளர்வதை நான் மலேஷியாவில் கண்டிருக்கிறேன்.

ஆனால் திரு. முத்துஸ்வாமி குடும்பத்தைப் பெற்றதிலும் கொடுத்து வைத்தவர். அவருடைய மனைவியார், குழந்தைகள், அனைவருமே தொடக்க காலத்தில் அவருடைய பதிப்பகத்தின் வெற்றிக்காக உழைத்திருக்கிறார்கள். அச்சக வேலை, கட்டுக்கள் கட்டுவது, அனுப்புவது என ஆளுக்கொரு வேலையாகக் குடும்பத்தார் அனைவருமே இதில் பங்கு கொண்டிருக்கிறார்கள். இப்போது முழுநேர ஊழியர்களாகவும், பகுதி நேர ஊழியர்களாகவும் பலர் ஸ்வாமி பப்ளிஷர்ஸ் நிறுவனத்தில் உழைக்கிறார்கள் என்றாலும், இதன் தொடக்ககால உழைப்பில் குடும்பமே பங்கு கொண்டிருக்கிறது என்பது மிகவும் பெருமைக்குரியதொரு செய்தியாகும்.

மணிவிழா நாயகராக விளங்கும் திரு. முத்துஸ்வாமி இப்பொழுது அறுபது வயது இளைஞர். அரசாங்க வேலையிலிருந்து அவர் ஓய்வு பெற்று விட்டாரே தவிர, பதிப்பகத்தைப் பொறுத்தவரை அவருக்குச் சிறிதும் ஓய்வில்லை. வாழ்க்கையின் ஓய்வொரு விநாடியையும் உழைப்பால் உயர்த்தி வருபவர் அவர். தம்மைப் போலவே தமது ஆண்-பெண் குழந்தைகளும் சொந்த உழைப்பால் முன்னேற வேண்டுமென அவர் எதிர்பார்க்கிறார். அவருடைய இளைய சகோதரரும், அவருடைய மகன்களில் மூவரும் இப்பொழுது அமெரிக்காவில் உழைத்து வருகிறார்கள். மகன்களில் ஒருவர் இங்கு அச்சகத்தைக் கவனித்து வருகிறார். மற்றொருவர் ஒரு நிறுவனத்தில் பொறியாளராகப் பணியாற்றுகிறார்.

அறுபதாம் ஆண்டு நிறைவு விழா நாயகரான திரு. முத்துஸ்வாமி அதே சமயத்தில் தமது பதிப்பகத்தின் வெள்ளி விழாவையும் கொண்டாடுகிறார். அவருடைய சிந்தனையாற்றல், செயலாக்கம், திட்டமிடும் பழக்கம், செயல்திறன் இவற்றின் விளைவே 'ஸ்வாமி பப்ளிஷர்ஸ்'.

உண்மையான உழைப்பில் ஊக்கத்துடன் ஈடுபட்டு வெற்றிபெற விரும்புவோருக்குத் திரு. முத்துஸ்வாமியின் வாழ்க்கை ஒரு சிறந்த எடுத்துக் காட்டு. இறைவன் திருவருளால் அவர் எல்லா வளங்களோடும் ஓர்நாண்டு நல்லாழ்வு வாழவும் 'ஸ்வாமி பப்ளிஷர்ஸ்' மென்மேலும் பல்கிப் பெருகித் தழைக்கவும் என் உளம் நிறைந்த வாழ்த்துக்கள்.

Speech by Shri V. Jayaraman, I.R.S

Director-General of Income Tax (Inv.)

(Central Government Employees' Welfare Co-ordination Committee's Annual Meet — 8-3-1996)

நமது சிறப்பு விருந்தினராக வந்திருக்கும் திரு. முத்துஸ்வாமி, இவரைத் தெரியாத ஒரு மத்திய அரசு ஊழியனும் இருக்க முடியாது. இவருக்கு 76 வயதாகிறது. ஆனாலும் எவ்வளவு Young-ஆக, எவ்வளவு சுறுசுறுப்பாக எப்படி இருக்கிறார் பாருங்கள்! இவர் முன்னாள் மத்திய அரசு தொலைபேசி தொடர்பு இலாகாவில் பணிபுரிந்தவர். இவர் வாழ்க்கை வரலாற்றைப்பற்றி ஒரு சிறிய புத்தகம் வெளியிட்டுள்ளார்கள். “Our Chief Author – A Profile” ஒவ்வொரு மத்திய அரசு ஊழியனும் படிக்கவேண்டிய ஒரு புத்தகம். இதை படிப்பதற்கு அரைமணி நேரத்திற்கு மேல் ஆகாது. பிரமாதமான கருத்துக்கள் கொண்ட ஒரு புத்தகம். ஒவ்வொரு மத்திய அரசு ஊழியர்கள் என்னென்ன கஷ்டங்களை சந்திக்கிறார்கள்! இதனால் அவர்கள் குடும்பம் எப்படி பாதிக்கப்படுகிறது! என்பதை வாழ்க்கையில் அனுபவித்தவர். இந்தியாவில் பல இடங்களில் மாற்றலாகி மத்திய அரசின் விதிமுறைகளையும், சட்ட நடவடிக்கைகளையும் நன்கு கற்று தேர்ச்சிப்பெற்றார். மத்திய அரசில் நன்றாக ஒருவன் வேலை செய்தால் அதே துறையில் அவனுக்கெதிராக ஒரு வில்லன் உருவாகுவது வழக்கம். இவருக்கும் P & T-ல் ஒரு வில்லன் இருந்தார். அவர் கொடுத்த துன்பங்கள், கஷ்டங்கள் பல. அதிலிருந்து மீண்டு இன்று உயர்ந்திருக்கிறார் என்றால் இவருக்கு தெய்வத்தின் அருள் எப்படிக்கிடைத்திருக்கிறது என்பது புரியும். இவர் டெல்லியில் பணியாற்றும் போது பம்பாய்க்கு மாற்றம் செய்தார்கள். (இந்த நிகழ்ச்சியையும் அவர் புத்தகத்தில் எழுதியுள்ளார்) அப்பொழுது இவருடைய ஏழு குழந்தைகளும் டெல்லியில் படித்துக் கொண்டிருந்தனர். இவரால் முடிந்தவரை அதிகாரிகளிடம் கேட்டுப்பார்த்தார். ஆனால் அவர்கள் டெல்லியில் இடமில்லை என்று சொல்லி மறுத்து விட்டனர். ஒன்றும் செய்ய முடியாது என்ற நிலையில் கடவுள் அருள் இவருக்கு கிடைத்தது. எப்படியென்றால், R. நடராஜன் என்பவர் நிதித்துறை அமைச்சகத்தில் இணைச் செயலாளராக பணியாற்றியபோது இவரை Deputation-ல் (வேறொருவருக்குப் பதிலாக) நிதித்துறைக்கு வருகிறாயா? என்று கேட்க இவரும் சம்மதித்தார். இதுபோல் சில நிகழ்ச்சிகள் இவர் வாழ்க்கையில் கடவுள் அருளால் நடந்தது. ஆனால் ஒரு சூழ்நிலையில் இவரால் தாங்க முடியாத ஒரு நிலைமை ஏற்பட்டது. He opted for Voluntary Retirement. அந்த ஓய்வைப் பற்றி இவர் என்ன நினைத்தார்! இவர் மனநிலை எப்படியிருந்தது! என்பது பற்றி இவர் புத்தகத்தின் கடைசி வரிகள் தெளிவுபடுத்துகின்றன. அதை அப்படியே உங்களுக்கு சொல்கிறேன். The art of management lies in one's ability to delegate duties — to different levels in one's organization and getting things done. That is Fundamental Principle of Delegation. Any Manager will know. But this General Manager (ஒரு குறிப்பிட்ட G.M. பற்றி அவர் எழுதியிருக்கிறார்) wanted all powers to vest in himself, so that he should be the sole dispenser of “favours”. The entire

organization became his personal empire. The treatment meted out to me also was demeaning. Though I was confident that he could not damage my reputation, I was feeling very sore and depressed. Even when I attempted to meditate on God in my morning prayers, my mind wandered to think about this despotic ambience. I am narrating this experience just to show how miserable the life of other officers under such an evil boss should have been. *ஏராளம் பெரியபட்டையாக எழுதியிருக்கார்.* I had the misfortune of serving under such a crooked General Manager for over 2 years. Finally, when my patience wore out I decided to get deliverance from this self-aggrandized “Captain Blythe” and purchase peace of mind by seeking premature retirement while many of my colleagues had silently to put up with their sufferings till the gentleman was transferred. *கடைசி வரியில் “Less Pension, less Gratuity, but more Contentment – that was the balance sheet of my deliverance! என்று எழுதியிருக்கார்.*

Swamy’s Books are an authority on all service matters. Fundamental Rules, Supplementary Rules, CCA Rules, etc. *இதன் விதிமுறைகளையெல்லாம் அப்படியே வெளியிடுவது என்பது ஒரு கஷ்டமான வேலையே இல்லை. ஆனால் அந்த விதிமுறைகளுக்கு இந்திய அரசாங்கத்தின் ஆணையம் ஒன்று பிரகடனம் செய்திருப்பார்கள். ஒவ்வொரு விதிக்கும் ஒரு ஆணையம் இருக்கும். அவற்றையெல்லாம் இணைத்து, எப்படிப்பட்ட பிரச்சனைகள் வந்தால் எப்படி தீர்வுகாண வேண்டும் என்பதை இந்திய அரசாங்கம் பிரகடனம் செய்த ஆணையங்களை சுட்டிக்காட்டி வெளியிடுவது என்பது இயலாத காரியம். இவ்வாறு வெளிவரும் புத்தகத்தின் உரிமையாளரிடம் ஒவ்வொரு மத்திய அரசு ஊழியனும் ஏதோ ஒரு விதத்தில் அவருக்கு கடமைப்பட்டிருக்கிறார்கள் என்பது மிகையில்கலை. இப்படிப்பட்ட உயர்ந்த மனிதரை வரவேற்பதில் பெருமைப்படுகிறோம்.*

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Speech by Shri S. Prabhu

Senior Deputy Accountant-General, Madras

(Central Government Employees' Welfare Co-ordination Committee's Annual Meet — 8-3-1996)

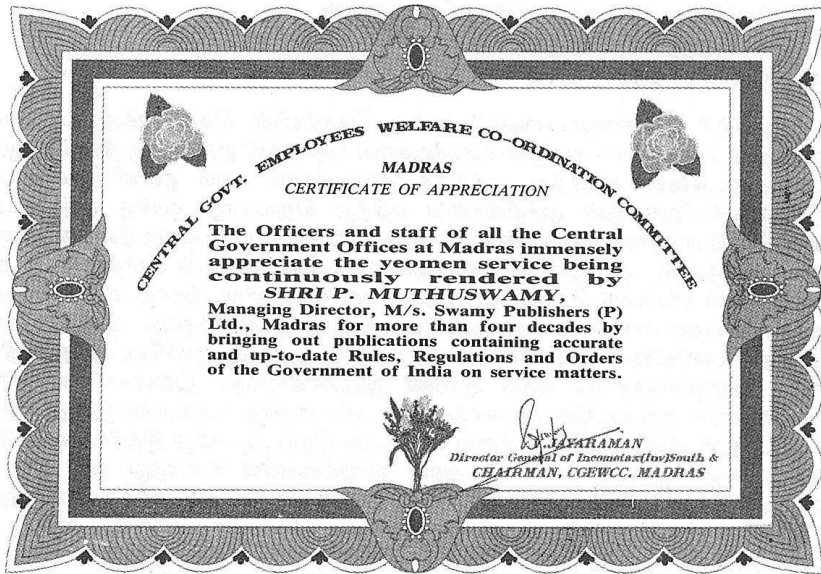
வள்ளுவரை துணைக்கு அழைப்பதை தவிர எனக்கு வேறு வழியே தெரியவில்லை. ஏனென்றால் இந்த மேடையை அலங்கரித்துக் கொண்டிருப்பவர். உழைப்பால் உயர்ந்தவர்.

“தெய்வத்தான் ஆகாது எனினும் முயற்சிதன்
மெய்வருத்தக் கூலி தரும்”
என்ற வார்த்தையை மெய்பித்தவர்.

“முயற்சி திருவினையாக்கும்” என்ற சொல்லின் சொல்லுக்கு உரியவர். சாதாரண Postal Clerk- ஆக தன் வாழ்க்கையை தொடங்கி ஒவ்வொரு நிலைகளிலும் பல தடைகளை சந்தித்து, சந்தித்த தடைகளை புறம் தள்ளி அவைகள் ஒவ்வொன்றிலும் தன் முத்திரையை பதித்து விஜயமாக தமக்கு முத்தமிட்டு அளித்திடும் முத்திரையினை அவர் பல வழிகளில் ஏற்று ஒவ்வொரு நிலைகளையும் கடந்து வந்தார். அவருடைய வாழ்க்கை ஏட்டினை புரட்டிப் பார்த்தால் நடந்த காரியங்கள் பலப்பல; செய்திட்ட சாதனைகள் எண்ணிலடங்காது. விடாமுயற்சி, தன்னம்பிக்கை என்று எண்ணையில் பயணத்தை தொடர்ந்தவர். ஒரு Director-ஆக தன் பணியினை முடிக்கின்ற போது மத்திய அரசு துறையிலே, அந்த மத்திய அரசு அலுவலகத்திலே அந்த ஆணை இருக்கின்றதோ இல்லையோ, அந்த ஆணைகளை தன்னுடனே அணைத்து ஒரு பதிப்பகத்தை, உருவாக்கி இன்று எதை கேட்டாலும், திரு. முத்துஸ்வாமியை கேட்டால் தெரியும் என்று இந்தியாவிலேயே அனைவரும் அறியும் வண்ணம் அவர் வாழ்க்கையில் உயர்ந்து ஒரு பெரிய ஸ்தானத்தை எட்டியவர். எட்டுகின்ற ஒவ்வொரு நிலையிலும் தன்னை காட்டிலும் உயர்ந்தவர்கள் சற்று அவர்மீது காழ்ப்பு கொண்டாலோ, அவரிடம் கனிவினைகாட்டி, தன் பணியினை தொடர்ந்தவர், என்றும் சளைத்தவர் அல்லாதார். இன்றுகூட சளைக்காத, நண்பர் திரு. விஜயராமன் அவர்கள் சொன்னது போல இளவலாய் ஏறு போல் பீடுநடை போட்டு 76-ம் வயதிலேகூட இங்கு வந்து அமர்ந்திருக்கின்றவர். தான் சம்பாதித்த பொருட்களை எல்லாம் மற்றவர்க்கு கொடுத்திருக்கலாம், அவரே வைத்திருக்கலாம், ஏதாவது செய்திருக்கலாம். ஆனால் இவருடைய உள்ளமோ பரந்தது. ஏனென்றால், தான் சேர்த்திருக்கும் செல்வத்தை எல்லாம் ஒன்று சேர்த்து ஒரு Trust-ஆக செய்து அதை ஒரு பள்ளி நிறுவனமாக்கி, அந்த பள்ளியிலே பிஞ்சு உள்ளங்களுக்கு கல்விக் கண்ணை, அறிவுக் கண்ணை திறக்கும் இவரை நாம் பாராட்ட வேண்டும். அவரை பாராட்டி மகிழ்விக்க வேண்டும். அந்த நிகழ்வு இங்கு தொடர்ந்திட வேண்டும் என்று சொல்லி விடை பெறுகிறேன். வணக்கம்.

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Service to the Community of Civil Servants

S. SATHYAMOORTHY

Accountant-General, Tamil Nadu, Madras

(Silver Jubilee Souvenir, June, 1980)

“Government is a contrivance of human wisdom to provide for human wants” said Edmund Burke. But what was once a handy sized and uncomplicated contrivance has now grown into a monstrosity beyond recognition. Small may be beautiful but big is powerful seems to be the underlying conclusion for the ceaseless growth in the size of the Governments. Has human wisdom to satisfy wants given place to human weakness of wanting to be powerful? Or is it that the problems are big to warrant a big Government? Be that as it may, the bigness in Government has brought in the wake welter of orders, rules, laws and amendments.

Manu divided the life span of an individual into four parts—

- First Quarter — Brahmacharya
- The Second — Grahasthashram
- The Third — Vanaprastha and
- The Fourth — Sanyas

Even in the modern age the first quarter of life is spent in acquisition of knowledge. *Grahasthashram* stage of life is devoted for acquiring and raising of family. It is the age of struggle, both on the physical and philosophical plane. It is during this stage the individual has to land on a job — a Himalayan task. It is the age in which he has to choose the right companion for life — a ticklish affair. It is the age in which he raises his family with all attendant trials and tribulations due to lack of funds, scarcity of goods, rise in prices, etc. And it is the age when ambitions are sought to be converted into achievements. The other two stages of life are not relevant here.

In the prevailing milieu, if the individual belonging to the middle class is able to keep his head above water during the *Grahasthashram* period he should be considered very capable; but if he is expected to advance in his career also it is a demand which only a very few could cope with. This is a socio-economic problem. Government servants, because of plethora of rules,— Service Rules, Conduct Rules, Leave Rules, Travelling Allowance Rules, Medical Rules, etc.,—are lost in the woods. But Government rules are Government rules and so the Government servant is expected to wade through all these rules, analyze, comprehend and apply these rules to given problems in the examination to progress in his career.

An institution is said to be only a lengthened shadow of the individual who created it. It is no exaggeration to say that the name of the Swamy Publishers is a familiar household one amongst the Government servants throughout the length and breadth of this country. The institution is the echo of the experience of the Founder, Shri P. Muthuswamy,

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during his *Grahasthashram* period of life. He felt the need for systematically collecting the various rules, orders and analyzing them. He felt the need for updating these rules periodically so that the candidates at various departmental examinations can successfully negotiate and advance in their careers. His books signify an individual's attempt to solve at least partly, the socio-economic problem of the community of Government servants.

What was initially only an attempt to help the Government servants in their departmental examinations through compilation of rules, etc., has today assumed a much bigger and meritorious role of helping the Government officers in interpreting the rules in various Ministries, Departments and Offices of the Government of India. On a visit to a Government office, one cannot miss noticing a copy of any one of the Swamy's Compilations along with the file. That Swamy's Publishers have to some extent made our daily work easier is not an exaggeration. Since the compilations and interpretations have become dependable, the Government has authorized the use of these books.

I am an insider as far as Swamy's family is concerned and so I do not venture to dilate upon the credentials of Shri Muthuswamy. However, I am proud of the milestones he has crossed in his official career and his publishing venture. I am also proud of the service he renders to Government and to the community of Government servants. I am confident that this institution with the quality of its publications, both as regards the content and get-up, would continue to render yeoman service for many years to come. Shri Muthuswamy is blessed with a band of able assistants to reach new heights. May God crown the individual and the institution with long life and success.

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In Retrospect

V. G. NAIR

Regional Director, Telecommunications (Retd.)

(Silver Jubilee Souvenir, June, 1980)

Muthuswamy joined as Administrative Officer in the Southern Region Telecom Maintenance Organization on the 1st January, 1968, when I was the Regional Director of the Maintenance Region. There is a good old adage "The first impression is the best impression". This proved to be quite true as far as the impression I formed in my mind about Muthuswamy is concerned on my meeting him the first time when he reported for duty. After a short talk with him concerning his previous assignments, antecedents, etc., and other things in general I formed a very favourable opinion about him and thought in my mind "Well! I think we have a 'New Year Gift' for our organization". Subsequent experience proved my assessment to be very correct. I found that he could be depended upon to rise to the occasion to tackle any problem satisfactorily and soon I felt that the moment I assign any problem to him, however difficult it might be, I could get it off my mind with the confidence that it would be done and done well too! The fact that he soon got out-of-turn promotion as 'Chief Accounts Officer', further rose to the rank of 'Director, P & T Accounts and Finance Service' in which capacity he retired from service six months before his due date of superannuation proves the points that I have mentioned about him.

"Swamy Publishers" was started by Muthuswamy in 1955. I had heard from him before, that "this child" of his had much more teething troubles and problems than a normal child and he had to seek the advice and help of some capable paediatricians to make it become fairly normal and then have the proper growth. That period had caused him much mental anxiety and worry. By about 1959-60 when the "Swamy Publishers" started regular printed publications of the departmental rules and regulations on various subjects for distribution to those of the departmental staff or offices, all those who saw those publications began to recognize that Swamy's child whose life in the beginning was thought to be in danger had now become strong, helpful and useful to many. It is indeed a credit to Muthuswamy to make his child survive by difficult efforts and make it become the Institution "Swamy Publishers". All of us should give him a hand for this achievement.

I had a chance to see the office of this organization. The arrangements, general set-up, packing and despatch facility, etc., greatly impressed me. Now that Muthuswamy is fully available on the spot (having retired), there is full time supervision by him and he has made it a model office.

The latest addition, their monthly magazine, titled, "*Swamysnews*" is indeed very useful, as it promptly circulates all important orders to Government Offices to enable

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them to get the news much earlier than they get through usual channels which involve some avoidable delay at the various points through which they have to pass.

As a well-wisher of Muthuswamy, I wish Swamy Publishers all success and pray that it may grow from strength to strength proving useful both to the members of staff, and to the offices for a more efficient service by all.

I wish him many many years of happy life.



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SELECT LETTERS

(1)

Letter, dated 26-8-1986, received from G.K. Padmanabhan, Secretary, Federation of National P & T Organisations, T-24, Atul Grove, New Delhi - 110 001.

Sir

I am in receipt of your latest publication 'Fourth Central Pay Commission Report' Thanks.

The book is handy, well edited and moderately priced with a fine get up. Your comments and additions from Page 457 onwards deserve commendation.

The Book is a "must" for all Unions, Associations, Libraries, Government offices and other individual's interested in Central Staff Welfare.

With Greetings.

(2)

Letter, dated 24-3-1987, received from R.K. Nayar, 264, Vikas Kunj, Vikaspuri, New Delhi - 110 018.

Respected Mr. Muthuswamy

I am thankful to you for your Pay Commission Report on Pension. I was out of station over the weeks and therefore I may be excused for the delay in acknowledging it.

I take this opportunity of congratulating you for your valuable comments on the recommendations of the Pay Commission. Your foresight and balanced views have received appreciation from the Government and the immediate proof thereof was the P.M.'s announcement of family pension minimum being raised to Rs. 375. You really deserve honours!

Any service I am fit for?

With regards.

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(3)

Letter, dated 22-2-2000, received from Shri V.S. Rajagopalan, Joint Secretary to the Government of India and Financial Adviser (*Retd.*) Ministry of Supply and Rehabilitation, 9, Sahyog Apartments, Mayur Vihar, Delhi - 110 091

My Dear Muthuswamy

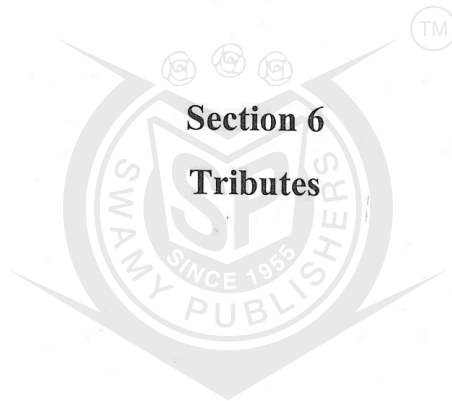
It is with great pleasure that I have received the invitation for attending the inauguration of the Senior Block of your dream child school. My wife and son are equally wonderstruck at your Titanic achievement which can be compared to Abraham Lincoln's journey from a log cabin to the White House or Ronald Reagan's career from a peanut farm to Hollywood and U.S. Presidentship. It has all been due to your dedication to the project with missionary zeal.

In fact, this missionary zeal was evident even in your younger days. The career shaping and career saving ".....Rules Made Easy" guides were intended to help and they did help many a Government servant to better their career and mentally bless you. These blessings I am sure, would have helped you in your achievements over the years. Your first regular compilation of the Pension Rules made a landmark impact in the reference bookfield. The Swamy Publications then came as a new *avatar* with the publication of all major and minor rules, like FRs & SRs, Leave Rules, DA/HRA/CCA Orders as also Children's Education Allowance, reimbursement of tuition fees, etc. The books on the LTC and GPF were masterpieces. Many Government offices prefer to consult Swamy Publications in their day-to-day work. *SwamysewS* and *Swamy's Handbook* are ideal reference books for getting hold of selected and update orders quickly. Your imagination and ingenuity came into play when you gave bold subject headings to the various Government Instructions/Audit Instructions in your compilation, a wonderful facility which Government publications have not even tried to match, in spite of the enormous amount of labour involved in the collection, editing and updating of the works. SP never chewed off more than it bite. You rightly gave the symbol of an elephant to SP and representing as it does Lord Ganesh, it helped to remove obstacles.

One cannot be less than awestruck at your courage and dedication to the school project which involved unceasing attention and the spending of a life's savings running into more than a crore of rupees in the construction of the school. Your family members also who shared the burden deserve unstinted praise. How many persons have taken a similar path? I am reminded of Pandit Motilal Nehru, father of Jawaharlal Nehru who gave away all his assets to the nation for freedom's cause.

I do not think that I have been over-generous in my praises. May the inaugural function be a great success. We hope and pray that in the first year of the 22nd century, persons and ex-students would flock to attend the centenary celebration.

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Section 6

Tributes

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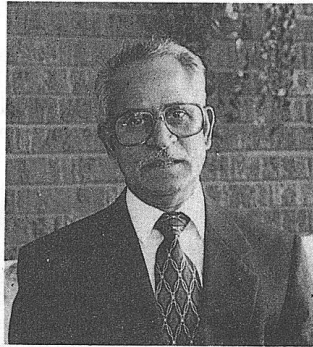
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Poignant Memories

Dr. P.N. SWAMY

Professor of Physics, Southern Illinois University, Edwardsville, USA

(Brother of Shri P. Muthuswamy)



Mr. P. Muthuswamy was the founder of the Swamy's Matriculation School, familiar to all citizens within and outside Porur, he was the founder of Swamy Publishers, the publishing institution well known to millions of Government workers throughout the nation, and he was also a philanthropist of repute. To his children, he was their loving father. To me, he was my brother, my one and only. He was everything to me: brother, father and mother. When I think of him, as I do very often, his accomplishments in life go through my mind and at the same time, I also contemplate on my life with him as my brother. We have lived away from each other for the past four decades and I was able to meet him once in a few years, but our love and affection for each other grew nonetheless and my admiration and respect for him grew each time we met.

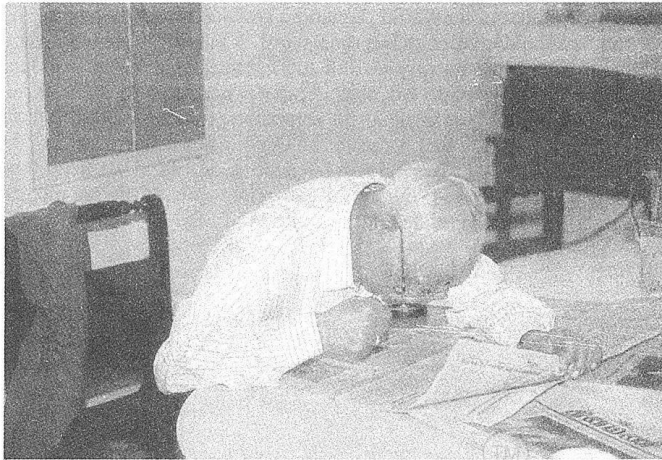
My brother took me on a tour of the construction of the new Senior Block of Swamy's School in December, 1999. The building boasts of a lovely contemporary style and yet the architecture is beautiful in the classical sense. We visited each of the spacious rooms to be dedicated to the various functions: the Principal's Office, the staff, the laboratories and the classrooms. The building was appointed with the finest available fixtures in all of Tamil Nadu, including the most modern bathrooms for the children, the best available computers and state-of the art science laboratories. My brother also pointed out to me the temporary building in the quadrangle, which served

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as the office of the contractors and the architects. Considering the facts that my brother was already weary from the journey in the automobile from Santhome to Porur that morning, it was an enthusiastic and energetic Founder Mr. Swamy who was showing me all the special features with a great deal of gusto. His actions, not words, revealed his pride. It occurred to me that this school is his second love, next only to Swamy Publishers. This to me is the true meaning of philanthropy. We are all familiar with philanthropy as the giving for a cause, usually giving large sums of money for a great cause. However, here was my brother who was doing more than just giving money: he was giving of himself. Anyone familiar with a great cause such as running a Secondary School knows what it entails. Apart from large sums of money for the capital, a school requires not only the inspiration but also many man-hours of organization, work, and dedication. Mr. Swamy here was not only willing to give years of his life, which he could very well use to enjoy his retired life: not only was he giving of himself, he had the love and moral fortitude to command months and years of work from others as well. He expected co-operation especially from his loved ones. That our Correspondent, Mrs. Brinda Venkataramanan is able to devote weeks and months on school projects is as much a reflection of her love and dedication for the School as my brother's command of moral persuasion, a precious commodity.

The last time I visited my brother while he was still alive, I had the pleasure of a visit to Sandhya Mansions, the headquarters of Swamy Publishers (P) Ltd. in Mylapore, Chennai. I enjoyed watching my brother at work at his big desk. The wall across was lined with wooden bookshelves and one shelf contained a sample copy of each of the books published by Swamy Publishers. The shelves were adorned with several souvenirs, reference works, photographs and other memorabilia. It is an impressive office room commanding a great deal of awe and respect from anyone who enters it. To my brother, working for this company was not work as it would be for you and I, it was more like a relaxation for him: he was literally thriving on it! His health did not permit him to spend too many hours in a day at work but the little time he spent there was definitely efficient. There were everyday details and decisions only he could make. Frequently there were problems whose true significance easily escaped me but I could observe his keen sense of fairness and correctness. Once he related to me an incident in the nature of a potential labour problem, which involved one or two young men who were threatening to undermine authority. We discussed the matter well at the end of which I had a clear understanding of my brother's expectations of his employees. I then realized how true it is that the welfare of the company and its many employees depended on loyalty and a sound work ethic. I learnt many lessons that day. Sometimes in our liberal notion of fairness and kindness, we tend not to pay attention to these axioms; loyalty is next to Godliness! If an employee has gripes, there are established venues for grievance but disloyalty is certainly not the route to take because eventually it is a sure sign of moral degradation and disrespect to the co-workers. Besides, in a country like India where corporate culture is still a new notion, it is important to adhere to these virtues, otherwise one would destroy the proverbial golden goose itself.

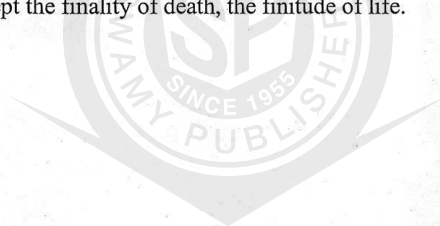
In the Santhome House, we would all be up and about by six in the morning, to start the day with the ritual of morning coffee and the newspaper. The three newspapers were usually at the doorstep before six. I always sat across the table from my brother and we would start off with different sections of *The Hindu* or *The Times of India* and we would talk about what interested us the most. Soon we would be ready to go out for our morning walk in the Annie Besant Gardens but now we had time for conversation. My brother would pull out his magnifying glass, whenever some column demanded an intense scrutiny, something he had to do ever since he had that cataract procedure. This was a scene etched in my memory. The last time when I visited my family in Santhome, I missed this ritual and I was totally lost without my brother across from me at the dining table with his magnifying glass.



The morning walk in the Annie Besant Park was one of my favorite activities in Chennai. My brother enjoyed the fact that I was in town and could accompany him every morning in this ritual. I believed that my brother, with his heart problems, benefited a great deal from this exercise. We would talk for a while and then walk quietly at a slow pace. After a while, we would part at one of the intersections and I would set off on my own to enjoy a run by myself. These neat labyrinths always fascinated me with the tropical plants and flowers on either side. I had to watch out carefully for the snails and other critters that insisted on sharing the path with us humans. Soon, I would join my brother who was just about ready to rest after the strenuous exercise. There was brief time to talk. He would often tell me about what is on his mind about the school or about some other matter. He had clear thoughts on how to run a company with a cruelly kind authority and now he was learning about the intricacies of management of a secondary school. He would tell me about the young

children, the parents and I realized how wonderfully the school brings us all together, every member of the society. There were events and developments requiring his attention on a daily basis and it was an enjoyable experience for me to just listen to him. Surely, he did not need any opinion or advice from me, but I was more like a sounding board for him. Not only the keen business ethic and acumen he displayed but also the kindness deep in his heart amazed me. I would return home with him secure in the thought that, yes indeed, we shared some common genes. And now the memories have become quite precious for me and I reminisce much when life allows me those quite moments in solitude.

My brother was fond of words in English language and frequently we would pause over a word or a usage and discuss or argue passionately. In my younger days, he was the one who would have taught me but now once in a while I would surprise him with a word or an expression and he would demand a satisfactory explanation. There were occasions when he would challenge me on a word. One day, recently I thought of an expressive phrase that I had an urge to tell my brother right away: suddenly, alas! I realized that I could not do that. So, this is how it becomes so difficult to let go of someone who is no more. You want to do something together, share a thought or an idea, and suddenly you realize that it cannot be done. Even after months and even after more than a year, it is hard to accept death because in our mind we keep thinking as if the other person is alive because our mind can relate only to living memories. Our mind cannot accept the finality of death, the finitude of life.

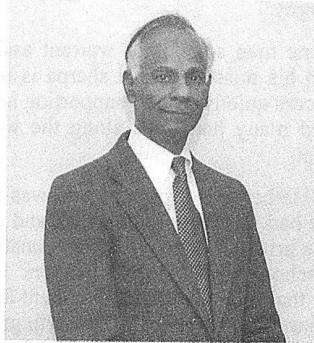


A Silent Partner

RAJ NAGARAJAN

President and Chief Executive Officer, Enzymetic Therapy, USA

(Son of Shri P. Muthuswamy)



Many articles and books have been published about the success story of my father. He was indeed brilliant with many qualities that helped him reach the pinnacle. For decades, he relentlessly pursued his vision accomplishing a series of goals. Even though failures were few in his life, he used them to build his strength and went on systematically building his vision one step at a time. He never accepted “No” for an answer and he wouldn’t quit until he was satisfied with the result. He was stubborn and tenacious. I did not spend a lot of my life with him but long enough to know his traits and key turning points in his life. After all I am his first son.

I would like to share a few of my thoughts. His life history is no different from other successful people who rose from nothing and accomplished the impossible. I watched how he went about his life and never understood the purpose of many of his actions. He never talked about his goals and vision with any one that I know of including me!

We all know that Neil Armstrong was the first man to walk on the moon. It took years of preparation and a lot of courage and risks. Do you know who else stepped on the moon? Buzz Aldrin had the same amount of courage and took equal risk. After all, he took the same journey with Neil Armstrong. Yet a very few of us remember his name and his contribution to space technology. Buzz was not the captain of the ship. Buzz never shared the glory and fame of Neil. We always quiz, “who was the first man to step on the moon? and fall short of recognizing the other astronaut. Why is that?”

Here is another example. Who is the first person to climb the Mt. Everest? We all know that Sir Edmund Hillary successfully planned and executed his vision and reached the summit against all odds. For his bravery, he was awarded the title of “Sir” and honored around the world. His biography and ordeal has been published in many different forms. But how many of us remember that there was a sherpa who climbed the same summit with Edmund risking his life? I bet a good number of us cannot even recall the sherpa’s name. Without the sherpa’s moral support and companionship, I wonder if Edmund Hillary could have done it. By the way, the sherpa’s name is Tenzing Norgay.

It is true the vision of one man sometimes warrant assistance from others. My father too had a “sherpa” in his mission. That sherpa is my mother. She not only travelled the hard road to success quietly behind supporting and encouraging my father, she too sacrificed and shared many hardships along the way. Let me share a few instances to elaborate my point.

The year was 1950. My father was promoted and was transferred to Hyderabad. To move up in the world, he had to accept the transfer and could not move the entire family for many reasons. The primary reason was the education to all of us. We could not have survived a new school system with different language as the teaching medium. My mother insisted that he accept the assignment and volunteered to raise all six of us in a one bedroom apartment. I was only in fourth grade and remember the life then very vividly. My mother kept us all very happy and we did not miss much. My father sent seventy rupees every month, which had to cover all the expenses. How did she do it? She was always the last one to eat and must have gone hungry many nights. I know she was on a very strict budget. She never complained and all the while encouraged my father to pursue his goals. She was more than a wife to my father. She was indeed a true friend.

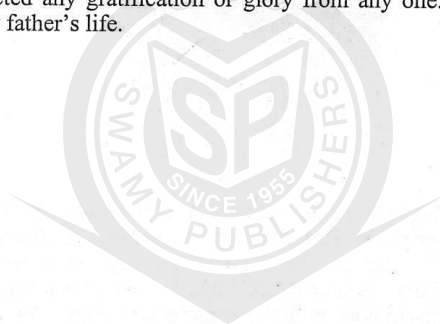
All of us eventually moved to Delhi. My father worked very hard to support the expenses. He took a part-time job and worked almost every day. It was during that time, he realized that there were no Government books people could buy that were up to date. He tested the waters by typing his own book and printing 200 copies on a stencil machine. All 200 copies were sold in a very short time. This was the birth of his vision. He wanted to print 2000 copies through professional printers but he had no money. Those days most small businesses operated on cash basis. He could not get any credit or loan. He was about to give up his vision when my mother insisted on pawning her wedding jewellery to raise enough money to get his books printed. This was indeed a very crucial point in his life and vision. We all know the rest of the story. He went on to publish many books and his publications were considered as top quality. It was my mother who constantly supported and encouraged him, particularly during the early years of his venture. I can share many more instances where my mother played a very important role in my father’s life.

When my father reached the pinnacle of his career, he wanted to return his wealth back to the society. My mother overwhelmingly agreed to his desire to build a school.

I remember my conversation with him regarding his new vision. He was not sure of the funding that would be required and yet at the same time he did not want the project to stop in the middle due to lack of proper funding. When I questioned him on the budget, he simply replied, "God will guide me through this". Knowing him well, my mother encouraged him to buy the land and begin the construction. She knew he would finish his undertaking. Of course, she doubled her prayer and puja efforts. The school, now a reality, is bigger and better than what he originally envisioned. He almost went broke but his legacy will live forever.

She helped many poor friends and relatives. My home at Madras was home to many. She has donated substantial funds to charitable organizations. Whenever she visited us in USA, she never bought anything for herself. The only thing she wanted was pot scrubbers for her kitchen!

All of us took her love and affection, patience and generosity for granted. I surely did. She has always been my favorite. Only I know that she is responsible for all I have today and no one can replace her in my life. She gave my father monumental support all her life as a good wife, a friend and as a partner. At the end, she never sought or expected any gratification or glory from any one. She has truly been the "sherpa" in my father's life.



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Anything is possible

DR. MANI BALA, M.B.B.S., F.C.A.P.

Colonel, US Army (Retd.)

Dermatopathologist, UNIPATH Laboratories, Dallas, Texas, USA

(Son of Shri P. Muthuswamy)



It is with mixed feelings I write this article at the insistence of my sister, Brinda on the occasion of my father's 81st Birthday, now celebrated as Founder's Day. I am happy for the occasion but sad that he is no longer with us to witness the finished product and operation of the "Senior Block" that he had envisioned and cherished so fondly. During all the discussions with the construction engineers, architects and the school Principal I was privileged to attend, I heard him mention more than once, his one "last wish" which was to witness the day of graduation of the "First" batch of students from Swamy's School. I am sure "that day" of graduation would also have included scooping up top ten ranks for Tamil Nadu from Swamy's School. Now, we can only reminisce.

In all the years that I have known my father, he was a "workaholic" with a passion for perfection and drive for success and always aspiring for more. He always emphasized, *"there is no glory in looking "down" at the 98% of the population and rejoicing how better off you are than them, while one should be looking "up" to the remaining 2% to emulate them and aspire for higher success."* Success for him meant achieving the "impossible" by doing the *uncomfortable*, the *unnatural*, the *unthinkable* and *unbelievable*. That was also his motto. After all, *anything too easy to do, may be worth not doing!* His determination was unshakable. Let me give an example. Few years ago, his doctor advised him to start walking as tolerated, after his

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second hospitalization. As advised, he started walking every morning at 6 a.m. for which he had to rise at 5.30 a.m. or earlier when most people of his age would still be sleeping. He even drove the car himself to the Theosophical Society Gardens, until recently. He knew how important it is to be consistent and also how this uncomfortable routine would improve his cardiac function and endurance to allow him to carry on his daily mission. Even I had trouble waking up that early to escort him for the walk! Sometimes, I would snooze and wake up finding him reading the newspaper with a handlens, *after* returning from the walk. When I realized how determined he was to undertake the agonizing daily ritual for its benefits at his age and cardiac condition, I was really ashamed of myself.

This was a lesson, I needed. *Change does not always mean success, but success always means change.* With gentle soft-spoken words, he inculcated the fact that, “*Thoughts determine what you want; actions determine what you get.*”

I routinely accompanied him on the daily morning walks which I thoroughly enjoyed but more importantly, I had the chance to listen to him talking and answering his questions while also assessing his cardiac stamina. Initially, he could walk three miles easily, but lately, it became a hard push to walk even a mile. He fatigued quickly but was persistent and never dropped short of his target. He knew his end was near, but was never dismayed. My father was a true believer in God. During our daily walk in the Theosophical Society Gardens, he would often ask, “God has been merciful to keep me alive thus far, for a reason, but would He let me live a “little longer” to see the Graduation Day?”. He had hoped to see this Day and shed (or suppress) tears of joy. But as my father would say, “God always has a better plan.” Of course, one can only guess what that plan might be.

The Christians believe, “everything happens for a reason, good or bad,” True or false, every creature is born to fulfil a mission in its life cycle (*Bhagavad Geeta*). It is also said, no man, rich or poor, will ever know the purpose for which he was born, except by those around him and that too, not until he is no more. As if God does not want the journey to end, He destines the course for our lives, never revealing the intended mission.

So, was there a message in his death? Just as silence can speak louder than words, his unspoken words will echo into every classroom, each hallway and indeed, within the minds of each pupil and the teachers for ever. His body and soul, now symbolified by the elegant bronze statue of the Founder and erected in his honor, will show his ever presence. The present and future generation of pupils and the teachers will remember him as they salute the statue, acknowledge the principles he stood for, the morals he displayed and the value of education that he had envisioned, and they will find themselves transplanted with these ideals as they leave the institution. *People are what they are, because of what they choose to be.* Therefore, *Destiny is a choice, not chance.* If we can believe that, then it behoves us to think, *anything is possible.* Perhaps, that was the message intended by God, as He immortalized the Founder.

If we could explore the Founder's mind, what would have been his Vision? The school project was only the beginning of his journey toward higher goals, because my father used to talk about better education at Colleges and Universities. Perhaps, he was envisioning a University, a Sports Arena, a modern Cultural Center and an Auditorium within the campus as he loved arts and music, and perhaps much more with no end in sight. His Vision is now left to our imagination and his unrealized dream is now our unfinished task.

Let us not forget that my mother is also the Co-Founder of the School and the invisible force behind my father's success. While it would be impossible to fill the void left by my late father, my mother will continue to bestow her divine wisdom, compassion and moral support to ensure success of the mission of Swamy's School and all future projects. She has always been my moral strength and I attribute much of my success to her wisdom and compassion. Even during the initial grieving period after my father died, accepting his death as a call from Heaven and without even disclosing her own profound sorrow, my mother offered solace to her sons and daughters. I remember, one evening after the ceremony for my father, my mother sat next to me on the swing to perform her usual *Japam*. Noticing my sullen silence, she asked, "what are you thinking about?" There was no way to pretend and so, I let it out. I told her how hopelessly useless I am for our family, being consumed in my own affairs and time just flew by. She looked at me affectionately and replied, "I am truly blessed. All of you (her children) contributed more than you know", instantly lifting my mood. Such is her divine nature, renounced from materialism.

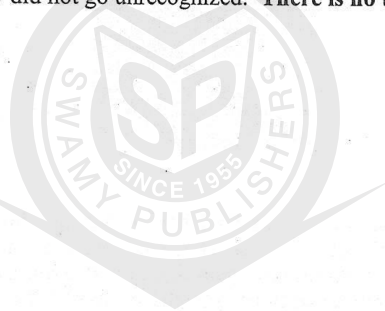
I am equally proud of my sister, Brinda and her husband Shri R. Venkataramanan, the Dean of Swamy's School, for their untiring efforts to ensure timely completion of the school construction project and their influence in maintaining the standard of excellence. Brinda has endured a great burden entrusted to her, by my father. She has performed admirably, yet humbly, in carrying out the duties and responsibilities as the Managing Director of Swamy Publishers and Correspondent of Swamy's Schools, without neglecting her family. My father has taught her well as she has imbibed all of his qualities.

The School is indeed very fortunate to have chosen Mrs. Vasantha Krishnan as the Principal. She has displayed the kind of dedication, devotion and diligence with infectious enthusiasm I have not seen elsewhere, in maintaining our School to such enviable standards, as a national model. I have also not seen anywhere, the kind of enthusiasm, pride and professionalism displayed by the teachers at Swamy's Schools and instilled to the students. I am confident, this tradition will follow for generations to come.

While completion of the school project is itself a monumental achievement by any standards, it is only an extension of the larger mission of my father, or perhaps "a dream within a dream" of helping others to be successful for the betterment of the fellow citizens and Government employees in India. No doubt, the School stole the show and overshadowed the glory of Swamy Publishers, but it was this parent

company which fuelled the enthusiasm and more importantly, funded the school project and will continue to do so. As a true visionary, the Founder had also made sure that the Publishing Company serving as the pillar of strength and the feeding hand for the Schools, will not perish after his death. He created and nurtured a core group of renowned authors, to carry on the tradition and glory of his Company long before the school project was even on the drawing board. I honor and admire the dedication and loyalty of the team of authors who are now endowed with this great responsibility. I salute them for their commitment to serve the Founder.

Let me add, during his lifetime, my father stubbornly refused to be nominated for any national honor. But our country owes one. He was truly a man who *lived* to serve his countrymen and *died* while serving his country. What other reason does the country need, to honor him? I appeal to all those empowered in high positions in the Central Government and Parliament, to answer to their conscience and to do the right thing. Bestow the Founder the national honor he deserves, although posthumously. Let his surviving wife accept the belated honor with pride on his behalf, during her lifetime and let our countrymen console her bereaved heart and show that her husband's sacrifice for the country did not go unrecognized. **There is no time to waste.**



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Five decades with my father — my Friend, Philosopher and Guide

SMT. BRINDA VENKATARAMANAN
Managing Director, Swamy Publishers (P) Ltd.
Correspondent, Swamy's School

(Daughter of Shri P. Muthuswamy)



I was with my Father in the Apollo Hospital during May, 2000 where he was admitted for his heart problem. The last scene still haunts me at the time when he was crying with chest pain and uttering my name again and again asking for help. I could not do anything but to call the doctors to attend on him. The cruel scene — the last trial for making the heart function—is still not out of my sight. My father wished to live for one more year so that he could witness and congratulate the first batch of the Tenth class students graduating; unfortunately, that wish remained unfulfilled. The sudden death of my father was a great shock to me. I always cherished the fond hope that my father would live for one more decade with me. My dear father had no bad habits. He was perfect and methodical in all respects. Even taking his medicines was something he would do by himself with a sense of seriousness for keeping good health. Proper walk, right quantity of food in time, periodical medical check-ups — all was done by his initiative. Then why this sudden end? I console myself by thinking that it is destiny. It is very hard for me to accept the reality of his passing away. He had several health problems in the past, sufferings, chest pain, etc. for which he was admitted in hospitals and with God's grace I was able to get him back, and thus he was able to devote himself to his plans to work for the Society. But this time, God took him away from all of us. I lost my Father forever. The only consolation is that, I was by his side during all the ten days in the hospital. Right from my birth except for a

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small break, i.e., during my stay in Manipal after marriage, I have spent all my life with him till his last breath.

As long as he was alive, I always consulted him for everything. Similarly, he would not do anything without consulting me. I am the proud daughter of my Father. It gives me immense pleasure to be called as PM's daughter — the man who has donated everything for the cause of education. I have been in the Publishing business with him for over 14 years. I am proud to say that I have inherited all the good qualities of my father — perfection, punctuality, cleanliness, truthfulness, kindness, generosity, etc., because of the association with him throughout.

My father wanted me to build a house at Porur near the School — which is his dream child, so that he could spend more time in the School during his old age. The word 'old age' was never in his dictionary. He always would tell people that he was '80 years young'. That was the spirit with which he worked till his last. He would proudly and jokingly tell everyone that his daughter is building 'an old age home' for him. I never thought that he would take off so soon without enjoying his living in the Porur house. He has built many buildings in his life — The house for himself at Santhome, the Publishing house at Mandaveli, houses for his sons and daughters, the Junior School and the Senior Block. He was so well experienced in the construction of a building that even the Civil Engineers used to admire his knowledge. The house is now complete with all facilities, but it will not be a home without him. I can only fulfil his vision and now it is my mission to keep my mother, (who has sacrificed a lot for his success) with all comfort in her twilight years.

My father was very particular in his dress habits. He preferred white shirts always as "eat to please thyself, but dress to please others". He used to be very particular in wearing white shirts and he always appeared well dressed and dapper. Similarly, he would expect all his staff to be well dressed and insisted on a proper dress code.

The magnificent building — The Senior Block which was 'his dream come true project' — a replica of St. Joseph's College, Trichy, where he had his college education, got completed and inaugurated within nine months. My father was very happy and amazed at the speed of the Construction Agency "DBS Properties and MATS Engineering". I am very thankful to them for having completed the project successfully.

I remember my father telling his friend Mr. T.R. Jayaraman (One of our Senior Assistant Authors) that God should have given him more daughters to help him in all his activities. I have accompanied him to all places. During the last four years he refused travelling with me together as he was worried that accidents might occur. He believed that if anything happens to anyone of us, at least one will survive to take care of the Company and the School. He does not want his work to be left unfinished.

I have gained an abundant knowledge about many things in life. I have involved myself fully with my father in the planning and designing of the School as to how it should be different from all other Schools pursuing a vision in the designing, etc. This

was all because of my generous father who gave me full freedom of action. He had complete faith in my judgement. Real freedom comes from mastery through knowledge which makes possible the free and intelligent use of experience for the purpose of progress. My father applied the concept of modernization in all areas wherever possible. In the year 1987, he urged all our staff in the publishing house to acquire adequate knowledge in using computers. He encouraged me to computerize the entire working system in all our departments. All the staff from Manager to Clerks were given extensive training to work on computers. He was very particular to provide all the facilities to his staff members in the company. Even at School no budget limit was set for providing comforts to the students and teachers.

After my father's demise, I felt there was a big vacuum. I was not able to believe that he was no more. Constant thinking about the responsibility he left to me made me realize that I should work more to fulfil his vision rather than sit and cry for his loss. I am now able to realize the amount of training that he has given me in managing the Office and managing the School. After starting to work by myself in the absence of my father, I realized slowly that the amount of training he has given me in managing the office and the school is of great benefit to me.

I am able to run the publishing house efficiently, because of my Great Father who has given me a team of highly capable and dedicated senior authors for the editorial section, an excellent administrative staff for the Corporate Office, a dedicated Principal for the School and a team of teachers with a fair sense of co-operation.

I am very confident that things will carry on smoothly forever with his blessings. My father would often say to his friends who admired at the comforts and facilities given to staff and teachers, "I am the son of a poor farmer, but the Correspondent is the daughter of a rich man".

Certain things are more easily said than accepted ; all good things in life have to come to an end. But it is very tragic that my father's noble life had come to an end on 24th May, 2000. Maybe God loves him more than what all of us. I can never see another person in my life to equal him in all his roles. I take a vow that I will adhere to all his principles and ideals to enable the Company and the School grow to greater heights.

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A Valuable Message

BHASKAR SWAMY

B.E., M.S. MBA., PMP (Project Management Professional)
Mororola, Austin, Texas, USA

(Son of Shri P. Muthuswamy)



Man's search for meaning is a primary force in his life and not a 'secondary rationalization' of instinctive drives. A poll of public opinion conducted many years ago in France showed that 89 per cent of the people polled admitted that man needs 'something' for the sake of which to live. It is said easier than done, but there is an important message that we can learn from numerous successful people about whom volumes of books have been published. Their action speaks louder than words.

George Bernard Shaw about life:

"People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on this world are the people who get up and look for the circumstances they want and if they can't find them, they make them about life."

Every individual is born with the same level of intelligence and mind, yet only few succeed. Success is about achieving our goals through our intention to succeed, and efforts. If we let our subconscious, which is filled with fear and uncertainties, to decide our destiny, that causes one to fail. No one has a prescription for a perfect life. Obstacles are induced to challenge our conscious and face it to overcome and pursue the path of success. It is also true that what we worry about 98% of the time never

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happens any way. The key to success is to have a balanced control of physical, spiritual and emotional attitudes.

Several articles have been written about my father and it is worth mentioning here that he was faced with challenges and obstacles not only during his service but also when he undertook the marathon school project. He was able to condition himself to face those challenges regardless of their magnitude and used them as opportunities and achieved his goal with indomitable attitude. It certainly requires strong planning, calculated risks and willingness to change course. In today's business school, we call it project management where you develop detailed plan, evaluate risks and provide a contingency plan prior to execution.

To live a meaningful life, one must believe in his own instincts and practise positive mental attitude, which is an important ingredient to success. My personal experience in understanding some of those values has been through reading biographies of successful people. They all have in common clean, selfless thoughts, courage and determination to succeed. They also believe in detachment because in order to acquire anything in the physical universe, we have to relinquish our attachment to the result of our goal. Successful people like my father put people first and act with compassion to the needs of others. Those needs matched with the creative expressions of his talent, was the spark that created affluence.

*“The existence of ours is as transient as autumn clouds.
To watch the birth and death of beings is like looking at the
movements of a dance
A lifetime is like a flash of lightning in the sky
Rushing by like a torrent down a steep mountain.”—Gautama Buddha.*

Everyone has a purpose in life.... a unique gift or special talent to give to others and when we blend this unique talent with service to others, we experience the ecstasy and exaltation of our own spirit, which is the ultimate goal of all goals. My father had left us a year ago fulfilling his dream in providing an environment for future generation to learn valuable principles towards life, built the school as a symbol of those principles, yet expecting nothing in return.

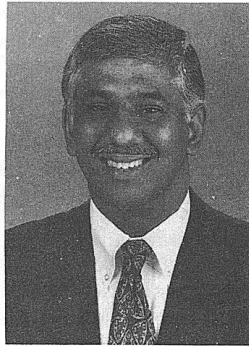
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Application is the only evidence of learning

SHEKAR SWAMY

*President & Chief Executive Officer, American Technology Corporation
Philadelphia, USA*

(Son of Shri P. Muthuswamy)



It's almost a year since my father P. Muthuswamy passed away. I must say that I miss him dearly. He was a unique man with a mark of greatness. The lives he touched and the difference he made during his lifetime shall forever remain indelible. How a man with such simple beginnings could have accomplished so much in a lifetime is remarkable. His legacy will live on for generations to come. I have had much time to reflect our times together during this past year with much fondness. His was a life filled with struggle and with exhilarating success. Much of what he accomplished in his life was entirely based on successive periods of learning from his own experiences. As Cicero once said, "Memory is the treasury of all things." Now add to that this simple fact—Application is the only evidence of learning. While learning is important, it is the application of learning that makes all the difference. This, in essence, is what this article is all about.

Life began for my father when he turned forty. For those who knew him, it may come as a surprise that the first forty years of his life was a struggle and the next forty years is when he truly saw the fruits of his labor. Early in his career, he developed lofty goals that he kept to himself. He knew that he wanted to accomplish something great in his life. While many of his peers in New Delhi were satisfied with spending the evening at home with their family and neighbours — he was busy writing books

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and dealing with the challenges of supporting his family and building a business. He made some choices that were clearly difficult. It was difficult for the family to go to places and spend time together. He did what he had to do to keep his dream alive. Little by little, he developed the strength and confidence to establish his publishing business and gain the momentum. Everyone in the family felt his passion and determination. He did not chase money — money chased him!

During his lifetime, my father educated all seven of his children *plus* his only brother; got everyone married; served in the Central Government for over 30 years in at least 7 locations in India; built a highly successful Publishing Company; authored over 100 books; developed a forms business; developed a nationally circulated magazine for Government servants; built a printing press and then sold it; built two homes for his family; constructed a corporate office for the publishing company; created a High School for 1500 students and finally ensured that he left no debts for anyone. Even the High School is completely paid for with a solid endowment to support its future. He gave a great deal back to society and left a legacy for others. There are people all over India who reached positions of great prominence as a result of his books. To be sure, his accomplishments were interspersed with many failures as well.

The real measure of success is not the money one has accumulated. The true measure of one's wealth is to determine a person's wealth when all of the money is taken away from an individual—what are you without your money? Understand this and you will then understand your worth. None of us are going to live long enough to make all of the mistakes made by others—only to discover that we could have learned from others. We all go through significant experiences in our life. Some are extremely positive and some very negative. At the time these experiences occur, it is difficult to understand their impact on our own life. My father clearly reflected on his experiences and learned from them at the time they occurred. More importantly, he made sure that he applied his learning very effectively so that he did not repeat the same mistake later. I will attempt to highlight some of the lessons learned from his life.

Compete with yourself, not with the person next to you.—It makes it very difficult to reach your potential when everything you do is based on someone else's level of success. Look at my father's life. He had no role models to look up to. He charted his own course and continued to better himself. To the very last day of his life, he set his own standards and pursued his own vision. Know what you *can do* and what you *are doing* to understand how far you need to go. The success of others should merely serve as an inspiration for us. Our own actions should not be based on someone else's vision and actions. The truly successful people have this trait in common.

A bias for action is the hallmark of good leadership.—Doing is far more important than just thinking about things. If you are action-oriented, there is no question that you will succeed. Just imagine starting a massive project like building a high school at the age of 75 with limited funds. That's what my father did. Most people at the age of 75 are winding down and losing the will to try things. His eyesight was failing and his stamina was diminishing. He simply kept going in spite of his

physical difficulties. He managed to complete his project on the last day of his life. He knew that actions alone would get his vision to fruition. By the way, he managed to fund the project entirely with no debts.

Responsiveness and a sense of urgency is critical to one's success.—My father recognized that nothing great is ever accomplished by one man. In order to enlist other people to act with you, responsiveness and a sense of urgency is critical. He always managed to get his projects done, involving many people to act with him. Everyone who worked with him also exhibited a sense of urgency and responsiveness. If you surround yourself with people who have the same values, everything works out. If you look at the key people in Swamy Publishers and the School, you will see that they have these values. I recognized this only recently through my own experience and an examination of his experiences. I really do believe that alignment of values is very important for an organization to succeed. He understood this very well.

Values are best understood when it is inconvenient to adhere to them.— Well, my father adhered to some basic values even when it was difficult to do so. For instance, he believed in paying his vendors and suppliers on time. Even when times were tough, he managed to borrow money to pay them on time. You could always count on him to pay his bills on time. I learned this from him and it has served me well. I worked with him at Swamy Publishers between 1984-1987. I learned very quickly that paying bills on time was very important to him. When money was tight, the suppliers were willing to work with him. I have applied this principle in the US with exactly the same results.

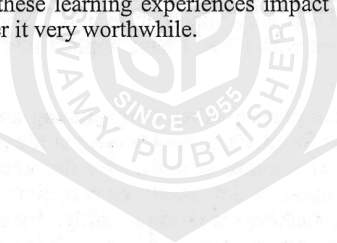
Passion and commitment are prerequisites to producing anything great.— As an example, my father started the Swamy's School project at the age of 75. He knew nothing about building schools or running schools. He did know how to build an organization and he certainly knew a lot about construction. His passion and commitment were instrumental in making his vision a reality. He created an institution that is now one of the best in the growing city of Madras. It is a masterpiece. When you read the articles written by others in this book, you will clearly get the same sense from them as well.

In the end it is all about people, relationships and humility. As one becomes successful, it is very easy to forget the origin of this success. Humility requires a deep understanding of this origin and a strong memory for the trials and tribulations that led to success. People expect successful people to be pompous and arrogant. I have seen too many people develop a sense of invincibility and later being unable to cope with downturns. In the world of technology, this is particularly true. People and relationships that stand the test of time are so essential to long-term sustainable growth. Valuing relationships with people of all walks of life will always lead to a more purposeful life and help develop a sense of humility. My father had a sense of humility about him that was always noticed with great admiration. He maintained close friendship with people who started their career with him and never forgot them as he progressed in his life. I learned a great deal from his relationships. I have seen how he

treated his friends of lesser means and was always inspired by the stories his friends used to share with me as I was growing up. My own friends in high school have had the opportunity to spend a lot of time with him. He used to talk to them at length and they always enjoyed spending time with him.

I have a lot to be thankful for. I am proud to be his son and to have had the privilege of such a terrific mentor. Swamy Publishers is in very good hands. My sister, Brinda will take it to new heights and ensure that his vision lives on through her efforts. Everything continues to function very well and she has assumed the leadership role for the publishing company and the school. She has very capable people working with her. She has learned well from my father and will build upon it through her own capabilities.

At the age of 46, I am compelled to look at my journey thus far and examine the lessons I have learned. My life, much like anyone else's has been a struggle. I have had periods of great success and some periods of absolute failure. The work ethic, the sense of humility, value of relationships and finally the sense of independence that my parents developed in all of us are remarkable. My ailing mother has been remarkably strong throughout. Her lifetime experiences have been equally valuable to me. They gave us the strength to pursue life's challenges with much more confidence. I have learned a great deal and I can only apply this learning to change the course of action for what lies ahead. If these learning experiences impact the future generations in some way, I would consider it very worthwhile.



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The God's Gift to us

SMT. UMA BALASUBRAMANIAM
Executive Director, Swamy Publishers (P) Ltd., New Delhi

(Daughter of Shri P. Muthuswamy)



I find it very difficult to write about my father, Mr. P. Muthuswamy since I was very close to him and I keep feeling that he is still with us. Moreover, he had so many good qualities that I find it an arduous task to choose which of them to write about.

I am the youngest amongst his children and therefore started noticing my father's activities only after he was already a few years in the business of publishing books for Government offices and Government servants. He was then in employment of P & T and used to work part time. He had hired two assistants to help in the work of editing and updating his books and one peon to help him in administrative tasks. I vividly remember him running his office from the back room of our rented house in Mylapore at Chennai. I had not seen his struggle in the early part of his business life but could learn more about it from my mother and elder brothers who had been with him during his initial periods of struggle. With his work in the office during day time and evening at his own office, the day was complete for him. We then moved to our own house at Santhome in the year 1968 and he reserved the ground floor for his office. By this time, his business had grown and he increased staff from two to four. While still in employment, he would manage his business too with great enthusiasm. After returning from his office, he would spend more time at Swamy's Office and join the family only at dinner. Therefore, we used to see very little of him and we missed his company. We used to complain that he did not pay much attention to his family but it was only sometime later that we learnt how important are hard work and dedication to come up in life. When his business grew up well, we felt proud of having been with him during

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his difficult days. From then on I had the privilege of observing him develop his business from a small publishing firm to a famous publishing house which is admired by customers all over India. He inducted me into the business and developed me into a useful executive. I learnt several things from him, which I describe in the following para.

Now let me turn to some of his traits as a good human being. Even though he was brought up in a traditional environment of those days, he had always been an original thinker and would do what he thought was right. For example, he never differentiated between his sons and daughters. He encouraged his daughters and daughters-in-law to learn every thing that was needed for being to be independent in life. He, for instance would not pamper me by dropping me to the college by his car but would ask me to go by bus like others. When he found me facing difficulties when going by bus he bought me a bicycle. By doing so, he made us face the world and stand on our own feet. His principle was that, when anybody crossed 18 years of age he/she should learn car driving, so that they could take care of themselves when needed. He also used to send me for outside work to banks, post offices, etc. and made me work in his office at times during my vacation. It is all these actions of his that had made me what I am today—a courage to face various difficult situations in life and work through in a man's world.

My father had other qualities too. Though he was always preoccupied with his business and office, he had his lighter moments too. Whenever relatives or close friends visited us, he would take time out and in their company be very jovial and humorous. During these occasions, I used to enjoy his presence with us and often wondered how he could transform himself so easily. Our relatives and friends used to look forward to meeting him often.

He was a perfectionist. Whenever and whatever he did was a quality work and would never compromise on the quality or completeness of any job. He was meticulous and would go through the details himself. To quote a few instances.

(a) He was planning to bring out a prestigious book but it was not a profitable proposition. We both had a discussion on this and I suggested that we use one step lower quality paper to compensate the profit margin. He got annoyed immediately and said that the prestige of the company as a quality publisher was more important than a mere profit.

(b) When he started the Swamy's School, he himself went to a few good schools in Delhi and Chennai to collect some ideas regarding furniture pattern for his school. As he was not impressed, he created his own design of furniture for the Tiny Tots and other class children. He then got prototypes made for different age groups and made children sit and took their opinion on suitability and convenience, which he finally incorporated into the furniture made. He was clear that convenience of the children was more important than aesthetics.

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(c) His penchant for perfection was manifest in his choice of clothes of white colour. His shirts and dhoti used to be spotless white and he used to say that the white is a symbol of purity.

As a person, he was extremely generous and very helpful. Let me share with you a few of his actions. I remember many years ago, an employee in his P & T office, named Mr. Balakrishnan became very ill and had to be hospitalized. His family had to spend a considerable amount on his treatment, which was beyond their capacity. Realizing the sad condition of his family, my father absorbed the medical expenses and also gave employment to his son Raghuram. He saw the boy taking a lot of interest in work and therefore encouraged him and got him trained on computer. This boy is now doing very well and is now employed in Germany as Computer Programmer.

He liked bright people and whether it were his employees or his relatives he would encourage them by giving scholarships. Similarly for many families who were not well off financially, he gave financial help for marriages. All these were not mere donations but represented a strong desire to be of help and to bring cheer to the people around him.

It was in 1992 that he decided to open an office in Delhi to take care of his business in Delhi and rest of North India. He then told me to look for an office space and later asked to manage the new office. I felt nervous and told him that I would not be able to handle this assignment but he knew that I could and therefore encouraged me to go ahead and guided me during the first few months of opening of the Delhi Office. During the early stages, I made many mistakes and often found myself in difficult situations when dealing with several Government agencies. He once came to Delhi personally to handle the problem. He guided me calmly as to how to handle such situations and explained to me various Government procedures and legal issues. From that time onwards, I gained confidence and started managing things on my own. Once we got into a very trying situation when we had to revise the prices of all the books as on 1st April and that involved a lot of administrative work like closing the transactions for the day and carry out the tasks such as putting new price stickers on all books, updating the new prices in the computer, etc. This was our first experience and therefore, he sat with us and taught us methodically how to carry out each step in a systematic manner. He used to call me on phone often at night to enquire about the status and thereby gave lot of moral support.

I finally would like to share the last few days that I had spent with my father. It was in May 2000 that he had to be hospitalized due to angina problem. Hearing the news, I took the flight from Delhi to be with him and help him recover. He was in the hospital for about 2 weeks and his health deteriorated during the last few days. In spite of all the discomforts, his colleagues and friends when they visited him, he would try to get up and speak to them. Sometimes the visitors would prepare to leave seeing him in a drowsy state but sensing a movement he would get up and tell them how could they leave without his marking attendance. All this showed his extreme love for people and he was fond of those around him. During the last one week, he seemed to have a

premonition that he may not live long. He would call his senior colleagues in his business and school and also the school building contractors to discuss various matters. He sanctioned many proposals and gave several instructions. Work was his worship and it is amazing to see his extreme dedication to the goals he cherished in his life. He was a man with many qualities but he was a man who cared about people and wanted to make a difference in the lives of many. Though he became a successful businessman and gained a lot of fame and money, he was humble and used to feel indebted to various people for helping him in his tasks. He always used to say that the society had given him quite a lot and one day he would like to give back to the society in whatever manner he could. It was this thought that spurred him to open a school in the outskirts of Chennai and provide quality education to children. He was a man who always gave more than what he received. He made a difference to the environment that he came in touch. I sincerely feel that he was a God's gift to us all. He is no more with us but he lives in our heart and inspires us to do noble things.



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The Dronacharya

T. R. JAYARAMAN

*Telecom Transmission Supdt. (Retd.)
Chief Manager, Swamy Publishers (P) Ltd.*



Some persons are born with a talent for teaching. Shri P.M., my *Guru* in Service Laws and Central Government Literature, is one among them. He entered the Government as an ordinary postal clerk and wrote the Departmental examinations for improving his career prospects. But the TEACHER inside him came out when he started taking classes for the junior officials who were to appear in the departmental examinations. Anybody and everybody can coach students for examinations. The difference with this *Guru* is that, he gave his students “handouts” — otherwise called as “notes” in all his classes. In those days, no teacher was giving such handouts. Some will dictate important points directing the students to take down. Many students will not and even the few who took down the notes would have made some mistakes. Hence giving “handouts” made all the difference and the classes became popular.

His method:

I. Guide Books. —His motto is that, the notes should be

1. brief and not verbose;
2. the language should be simple and unambiguous;
3. the sentences should be short avoiding compound/complex sentences as far as possible.

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He was also firm that words like “notwithstanding” should not be used and he used to call such words as “official jargons”.

He was particular that an average student reading the notes should be able to understand the impact/content of the rule one-hundred-per cent and it is not enough if he is able to just grasp the meaning. He used to say that while in the coaching classes the students have got an opportunity to get any doubt clarified directly from the teacher, they do not have this chance while learning through the Guide Books.

Hence it is utmost important that the language should be unambiguous and even a layman should be able to understand the subject. This motto made his Guide Books popular to the extent that not only candidates but also the Dealing Assistants and Heads of Offices refer to his Guide Books in day-to-day work.

II. Reference Books:— If simple unambiguous language was his trump card in the Guide Books, giving a meaningful caption for all the orders of the Government was his praiseworthy invention in the Reference Books. Formerly, the publishers of reference books (who were publishing books even before the birth of Swamy Publishers), were giving the orders of the Government under the relevant rule without any caption. Further, the orders were not updated but given simply in the chronological order as and when they were issued. For example, an order under Sl. No. 6 will say “in modification of order in Sl. No. 2” and again Sl. No. 10 will be “in partial modification of orders in Sl. Nos. 2 and 6” and so on. It is practically impossible to find out the exact position of the rule at a given time. Swamy’s Books carried a caption for each order. By reading the caption itself, one can have a broad understanding of what the order says. When an order is amended by a subsequent order, the original order was suitably amended and the reference under which it was amended was also given in the citation. Under this method, the latest position of any given order can be ascertained by anybody by going through one order. We are really glad that some other publishers have recently started following this procedure inspired by Swamy Publishers. Of course, it is a different story that some captions/orders, etc., are simply lifted one hundred per cent from Swamy’s Books.

Selection of Assistant Authors:

Shri Swamy was very keen that any one who wants to work as an assistant in the Editorial Board should have complete dedication to the job. He should be able to understand the subject and reproduce it in simple lucid English. Further, the interpretation of the rule or order should be straightforward. If there is any ambiguity which could not be cleared by discussion among the members in the Editorial Board, of which he was the Chief Author, it should be referred to the concerned Department/Ministry for clarification.

His Greatness:

His greatness lies in the fact that he was always willing to discuss the impact of any ruling with all the assistant authors — even with an assistant author who had just entered the organization — on equal terms. Throughout the discussion, he will debate

only as an equal and convince the other man. If anybody watches him during the debate, there will be no indication whatsoever that he is a very senior highly placed Accounts Officer (Director) and more than that, he is an authority in the interpretation of Service Rules, who has published so many books but for which the running of many offices would have been difficult. His tone and words will be as that of a layman. This absence of EGO is his GREATNESS and there are very few persons who can be equated with him in this regard.

The Philanthropist:

He was keen on giving financial assistance to deserving poor students and was giving such assistance for many years without any publicity. In addition, he was giving cash award for the student getting the highest marks in some subjects in the Tirukkattupalli High School, and St. Joseph's College, Tiruchirappalli, the two institutions where he studied. Further, he was also extending financial help to the needy persons for their medical treatment, marriage in their family, etc.

All these things were being done through SWAMY PUBLISHERS EDUCATIONAL AND CHARITABLE TRUST without any publicity, i.e., the left hand not knowing what the right hand was doing. Of course, when he decided to embark on his dream project which was the highest ambition in his life, i.e., the SWAMY'S SCHOOL at Porur, these individual grants were subsumed in the mega project.

He has donated One lakh rupees to the High School where he studied for its building project. Further he also donated more than a lakh of rupees to renovate the ancient temple at his native place, Ranganathapuram, near Tirukkattupalli in Thanjavur District (Tamilnadu).

Coming to incidents involving smaller amounts, I personally know of one particular incident. A handful of employees of the P&T who wanted to purchase some guide books for JAO's examination requested him for some discount. He asked them to give the list of books they required. They marked only a few books based on their capacity to pay then.

He told them that they cannot pass an examination by studying the notes only and asked them to list out all the books required for the examination. It was a big list of about a dozen books and the then price came to more than what they can afford. He asked the office to pack the books — one set for each and they were three — and gave it to them. He said “you need not pay anything now. If you are successful in the examination, this set of books is a gift from me which can be used even in your career as JAO. If you are not successful, then you will have to pay me the price of the books. Of course, it is not necessary that you should pass in the first attempt itself or this year itself.” This was the attitude of this Great Man who wanted everybody to come up in life.

Perfection in anything and everything:

He was very meticulous that any work done by an assistant in the Office or in the Editorial Board should be perfect and not clumsy or tardy. Right from stapling a letter,

up to the designing of a mammoth building like Swamy's School, he will attend to even the smallest details and ensure that they are perfect in all respects. In the publications side, he has standardized all factors involved which will be unique for Swamy's Books. This he called as the HOUSE STYLE.

This contains the style of chapter heading in the books, page-numbering, giving citation below the Government's orders, the type of brackets — round or square — the font and point size of the type, style whether it is roman or italic or bold, small letters or capitals. By this arrangement, he made all his books follow the uniform pattern. For example, the main rule will be in bold letters while orders of the Government will be in ordinary type. The citation below the order will be having square brackets. How much pains he should have taken to design and standardize these things which we simply follow without any difficulty. Likewise, in the Sales Office, he will instruct how to pack the books so that they are not damaged in transit. The books should be packed with water-proof materials, duly supported by cardboards so that they do not get damaged when thrown in the bag, etc., and finally with a brown sheet and neatly bound in jute. All these minute things he will test-check periodically.

In short, here was a multi-facet personality who can deal with a very complicated order with the same ease as with a simple one and who can patiently debate a point with a layman just as he will do with a senior intellect.

Even this entire book is not sufficient if I want to say about him. What I have written here is only a very small percentage of what I know. When I joined Swamy's in 1974, I was just having a broad idea of the rules governing the Central Government Service. After twenty-seven years under his guidance, I now realize that what I knew in 1974 is nowhere to the knowledge I have been imparted now.

May HE (MY GURU) guide me further in my dedication to continue HIS service to the cause of Central Government employees.

Shri Swamy and his 199

T.R. JAYARAMAN
Telecom Transmission Supdt. (Retd.)
Chief Manager, Swamy Publishers (P) Ltd.

When he was in the Apollo Hospital for what was a routine check-up, he was expected to be discharged on the 24th May. On Monday, the 22nd May, when I met him in the evening, he asked me whether I had heard the Cricket story from him. I said 'no'. Then he narrated me the story which I am giving below in his own words.

In a Cricket Match, many players will hit centuries but to hit a double century is a greater feat. Not many get the opportunity to score 200. In a particular match, the batsman is at 199 and he is facing the bowler. The atmosphere is tense. All the other players in the pavilion are on their toes hoping for the 200. The enthusiastic fans are keeping their whistles, drums, etc., ready to play as soon as the player scores the 200th run. Right from the Umpires, the audience, players, commentators and everybody in the field are all charged emotionally for the unique event. Now the ball is bowled and the batsman plays it for his 200th run. However, he doesn't score the run but is bowled or caught. He walks back to the pavilion as a disappointed man. Do you think that the crowd will find fault with him, criticize or abuse him? No. Instead they will give him a standing ovation. This is the story.

I asked him what is the purpose of his telling this story to me in the Hospital. His reply—

“The reason for telling you this story now is this. Suppose something unexpected happens to me. Don't feel sad. Be proud that you worked with me.”

Probably he had an intuition that he may not come back from the Hospital.

Right. What was his 200 and what was his 199?

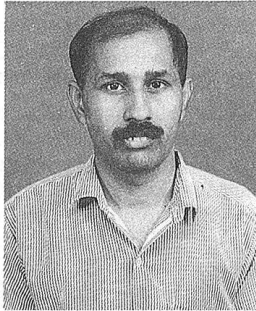
His 200: To see the first batch of XII Standard Students in his School.

His 199: Having seen the first batch of X Standard Students.

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My Godfather — Shri P. Muthuswamy

S. RAMAMURTHY
Manager, Swamy Publishers (P) Ltd.



My thought goes back to 4th February, 1988 when I joined this great organization M/s. Swamy Publishers (P) Ltd. founded, nourished and developed as an important publishing house of Central Government rules and regulations well known all over India as an organization of excellence. Within a few days of my stay, I have found that the man and brain behind the success of this organization is our great Founder Shri P. Muthuswamy.

Shri P. Muthuswamy was a man of firm convictions and will never compromise on quality of work. That is the secret of his success. His appearance and talk may project him as a hard man but those who have moved with him very closely know that he was equally kind and generous for genuine causes.

I myself am an example to the fact that he recognizes good work and gives all encouragement because I have also grown with this organization.

Shri P. Muthuswamy was duty bound and would monitor every item of work so closely to achieve all-round perfection. Even the position of stapling of papers will catch his attention.

He was a great man respected by one and all. He has guided me in every action and inculcated on me a sense of perfection coupled with fear. His way of administration is to personally monitor the work of each and everybody—without their knowledge and take proper decisions at the appropriate time. This I can say is the reason for the successful administration of the company.

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When I heard the news of the demise of our beloved Founder, tears rolled down from my eyes uncontrollably. I can never forget my Guru, Guide and Philosopher Shri P. Muthuswamy who is always alive in my heart as my GODFATHER guiding me in my day-to-day life.



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An Invaluable Experience

SMT. VASANTHA KRISHNAN
Principal, Swamy's School



To pen my thoughts, my experience, my expressions about my association with our Founder from 12-5-1997 till 24-5-2000 only chokes me.

To recall, the spark of happiness I noticed on his face when I said that I would like to serve in the institution till my retirement, remains yet as a green memory. Within few months of my assignment as Principal, he took me to confidence. He had never treated me as an outsider. He shared his past, present and future with me. Initially his visits to the School were very frequent, probably that had given him a chance to assess me in all aspects.

He proudly introduced me to every one to whom he was close with, his *Guru* Father Lawrence and to all his friends and family members. I should say I am gifted and blessed as he made me get the blessings from his *Guru* and from his close associates.

He used to discuss at length even for the occurrence of small problems and had accompanied me on several occasions, when I had been to take experts' opinion. In spite of his experience, he had lent a patient hearing to the advice whoever had given.

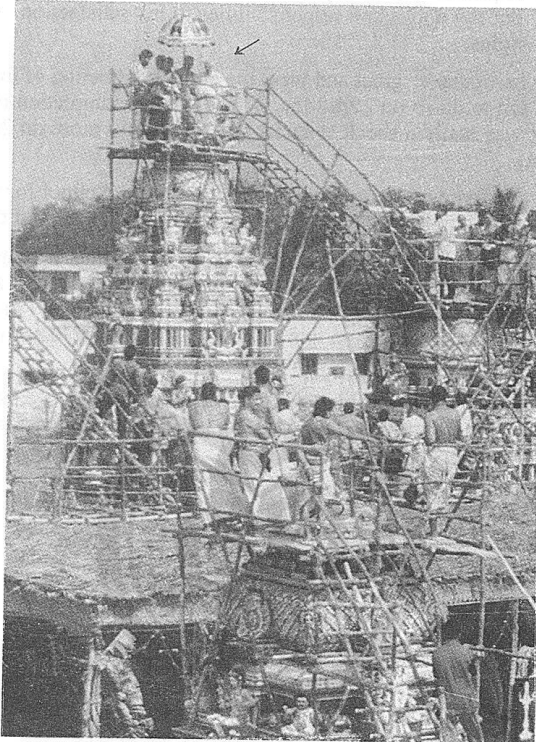
His quality consciousness could be noticed anywhere in the School. To quote an incident, he took me to all the leading shops to select the best file for submitting the required documents to the Education Department.

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He was proud to participate in all the activities of the School. He had accompanied me to the Education Department whenever required in spite of his busy schedule. Every minute I had spent with him was precious as I could draw more and more from his rich experience.

He is known for his hospitality. He used to insist that we arrange for a high tea, for any guest or any of the meetings, specially with fried cashews. Similar was his order in selecting the mementoes. This habit he carried through even till his last breath advising his daughter Mrs. Brinda to give gifts to the nurses who had attended on him.

His strong will enabled him to achieve all his ambitions and the Senior Block is the standing example. Similarly, his participation in the *Kumbabhishekam* of Durga Lakshmi Saraswathi Temple, climbing the rough make-shift ladder to the top of the temple where *Kumbabhishekam* was performed, was astonishing and had made every one of us spell bound. This was the last major public function he had attended.



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He is known for his generosity and simplicity. When a suggestion was given to improve the public playground near the School, he readily accepted without any hesitation and spent more than 3 lakhs in constructing the retainer wall and raising the level of the ground by $1\frac{1}{2}$ ft. He also donated for the construction of the temple. In fact, I heard a voice at his funeral saying that he helped to perform the marriage of his two daughters and he was hoping on him for the last too. I am sure undoubtedly his daughter would take care of that family.

In character, in manners, in style and in all things the supreme excellence was his simplicity. He has always been cool and calm even while enforcing strict discipline. Perfection, punctuality and perseverance were his forte. That he had a eye for perfection and symmetry to the minutest details was exhibited when he found and corrected the slanting position of the letters in the open air auditorium which was named after him.

He allowed me to work with full freedom and guided me whenever and wherever corrections were required. He took pains to ensure that I was given all comfort and facilities to carry out my duties and responsibilities to his satisfaction. He inspired me giving ample examples.

He was very particular to greet and bless me at the completion of every year with a gift. He did not fail to do so on 12th May, 2000 after the completion of my third year with a gift and it was really a shock to know that he was no more on 24th of the same month amongst us.

His love for children was enormous. Every item in the School for the children are exclusively chosen by him keeping in mind the comfort and interest of the children.

He will register the names of the children who were good at oratory, music, etc. None of the children who had been on a trip to Kodai can ever forget as he gave them all a send off and received them all with a sweet on the safe arrival. I only feel that God was too cruel to have taken him from this world as his last wish to see the first batch of students coming out in flying colours could not be fulfilled.

Though my association with him was only for 3 academic years, I feel I have spent three decades with him. The moral strength and courage given by him will keep us march to achieve all his wishes.

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A Legend Recalled

K. YEGNARAMAN

Senior Accounts Officer (Retd.) Defence Accounts



Words fail me in my attempt to write about or comment on the greatness and achievements of the late Shri P. Muthuswamy. He was one of those rare versatile masterminds whom no obstacles could stop in any task undertaken. As far as the rules and orders relating to Central Government employees are concerned, he was an inimitable Author, Compiler, Publisher, Supplier. Besides these roles, he was a Philanthropist, an Educationist and an understanding sympathetic individual noted for integrity and intrepidity. In short, he was a kaleidoscopic personality.

Born in 1920 in a lower middle class family, he was an only son till seventeen (when came an addition of another son), in a small village situated among the paddy fields at a distance of 8 km from the nearest railhead and 3 km from the municipal headquarters. He walked barefooted halfway through the fields and halfway through a clearance euphemistically called a road, in rain and sun, to attend the only high school within a radius of 10 km—Sir P.S. Sivaswamy Iyer High School, Tirukattupalli, till he passed the S.S.L.C. (Matriculation) Examination. He loved the school so much that it inspired him to found a Senior Secondary School in the outskirts of Chennai in his last years.

The family could hardly afford his college education. Even so, with great personal hardship and sacrifice, his parents just managed to get him admitted in the St. Joseph's College, Tiruchi. He took the B.A. Degree examination with creditable success, but a

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job was an illusion in those mighty depression days. Ultimately in 1941, he landed a clerical job in the Tiruchi Postal Division. Right from the day he joined the office he found the atmosphere oppressive because of a mean-minded Superintendent who valued personal services much more than service to Government. While working, Swamy wanted to publish an office manual, but his boss would not get him the requisite permission. On the contrary, this became another ground for harassment. Luckily Swamy passed the P & T Accounts Service Examination and was transferred to the P & T Directorate, New Delhi, in 1952.

In the Directorate, he took coaching classes and prepared notes for his assistants appearing in departmental examinations. Meanwhile, his family commitments began to increase and he was desparately in need of augmenting his income. It was then he hit on the idea of expanding his notes as topical books on the respective subjects and getting them printed for sale among the Central Government employees. The first among such books was Pension Rules Made Easy, followed by T.A. Rules Made Easy and so on. The "Made Easy" series were exceedingly useful, brilliant books of invaluable instructive and informative guidance, were priced low to suit the pockets of clerical employees aspiring for promotion through departmental examinations and were quite popular among them. However, the authorities in the administration, especially a hubristic Assistant Director (Admin.) in the Directorate did not take kindly to these books. Swamy was given memos and disciplinary action was initiated against him. He was not deterred nor cowed down, as he was very sure that his books did not infringe the conduct rules. The Home Ministry to whom the case was referred supported his efforts. This encouraged him to republish the various books of rules and regulations which were then in short supply. He also got sanction from the Comptroller and Auditor-General and from the Finance Ministry for the use of these books in departmental examinations. The books were free from textual errors and errors in punctuation. They were accurate, carried the latest corrections, carried properly aligned headings and there was clear distinction between the substantive rules and decisions thereunder. Both the paper and binding were sturdy and strong to withstand constant handling. It was no wonder there was a steady demand for them among the Government Employees and also from the Government offices. Swamy became very busy, but it was an one man show for a decade. During this period, he had often to struggle against a reluctant market and a vindictive establishment. He toiled hard and at long last after his transfer to Chennai, he set up his own publishing house — the Swamy Publishers. His books were much sought after throughout the country and also by the Public Sector Undertakings.

Rival publications—mostly slipshod imitations and sometimes blind copying of the originals — began to flood the market and problems of price war arose. But Swamy was rightly convinced that such dastardly attempts would not last long and ignored them. As expected, they were no match against the excellence and authenticity of the Swamy books and could not compete against Swamy's enterprising and timely introduction of a large array of new innovative subjects such as LTC, re-employment of retired persons, Children's Educational Assistance, Medical Rules, Deputation to

and Absorption in the Public Sector Undertakings — to mention a few. Above all, Swamy broke a totally new ground with his yearly *Handbook* which brought within a single volume the gist of the entire service regulations. The Handbook became an instant success. Here also rival publishers tried their hand, but lost their ability to match Swamy's extraordinary efficiency. So began the saga of enterprise, name and fame in the field.

Gradually Swamy's attention turned to education — his long cherished ambition. Even earlier he had instituted trusts and distributed a large number of free scholarship in the school and college where he studied. He was not, however, satisfied with those retail dispensations and wanted to raise his dream school. Steadily, though haltingly, rose the edifice of the secondary school growing each year with higher classes and burgeoning student strength in the outskirts (Porur) of Chennai. He made wide appeals among his vast clientele in India and also among the NRI abroad for contributions. Though their donations did matter, the bulk of the corpus fund came from the personal savings out of the proceeds of his publications and today the Swamy Senior Secondary School in Porur is a distinguished institution. It does need further funds for trimming its sails, but is well on its way to progress of excellence. Swamy's last discussions, when he was last admitted to hospital—before breathing his last—was about schemes for expansion of the school.

To sum up, he was a unique phenomenon, an one-man institution, who stood four square to all the winds of opposition, suppression, adversity and competition from all quarters. The sole reason for his extraordinary success is that, he possessed a sound-common sense in an uncommon measure. He viewed everything that he could think of for deriving maximum benefit for his fellow beings. In every corner of this great country, if there is even a small branch of the Central Government institution/ Central Public Sector Undertaking, Swamy's books are sure to be found there and he was a by-word among its employees. Yet he was a very simple person, never hankered for publicity or show. He would confide that he should not speak about himself and it was his works that should speak for him. He set his sight always on a distant horizon. No single person served the vast community of the Central Government employees (and to a good extent the employees of the PSUs) to such an unimaginable extent as the late Mr. P. Muthuswamy. It is no exaggeration to say that he was a legend among them.

This portrayal, to my mind, will be incomplete, if no mention is made of Srimathi Subbalakshmi Muthuswamy. She gave Swamy her unstinting co-operation and encouragement in all his activities and in his days of depression and adversity, participated without demur in all the personal sacrifices he was obliged to make in the pursuit of his publication work. All the time, she was a tower of strength for him and contributed not a little to his venturing spirit. She had a deep sense of concern and compassion for every one she met. The couple was intensely devoted to each other and was ideally suited to enrich the quality of each other's life. Such a blessing did have a sure catalytic effect on Swamy's achievement.

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Mr. P. Muthuswamy — My Reflections

R. S. KANWAR

Dy. Financial Adviser (Retd.) Government of India, Dept. of Fertilizers



It is my privilege that I have been asked to write an article for a Special Souvenir being brought out by Swamy Publishers on the birthday of Mr. P. Muthuswamy to commemorate his memory. The earlier occasion on which I contributed my views, was for the Silver Jubilee Souvenir of the Swamy Publishers in 1980. The contents of the letter, which he wrote to me in acknowledgement of that article, still touch my heart and I have preserved that letter. He wrote in his letter —“ I have received quite a few articles from others, many of which are in the nature of personal reminiscences. Some others are academic. Yours is one with a difference, a difference which emotionally overtook me as I read through the contents”. I am thankful, to Mr. Swamy’s family, especially his daughter, V. Brinda, for giving me another opportunity to express my feelings for a friend, who was very close to my heart.

My association with Mr. Muthuswamy dates back to 1959 when I had just joined the Ministry of Finance. Though, there was a big age difference between us, in a short span of time, we developed a very close relationship. We have not forgotten each other, at any moment of our life. Perhaps, we had platonic love for each other. This is evident from a coincidence which I cannot help narrating. In 1999, I along with my family had planned a two-week programme of a visit to various places in the South, including Madras, which was on our last lap. After reaching Bangalore, I rang up Mr. Muthuswamy, informing him that I will be reaching Madras on the morning of 20th June, and to my great surprise and ecstasy, he told me that he was having his “SADHABHISHEKAM” on that day, which is very important and auspicious event

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in the life of a South Indian. The function was in the morning and we went straight to the function, from the railway station, and were with them throughout the function. This was a great moment in our life. The invitation card for the above function was received by me on my return to Delhi from my tour. Whenever I have been to him, he has treated me as a member of his family. Our relationship was so deep, that whenever he came to Delhi, he made it a point to meet me and my family. If for any reason he was not able to come to my house, I made it a point to meet him wherever it was convenient to him. We valued each other's company and were always eager to meet.

The contribution made by Mr. Muthuswamy towards improving the lot of Government servants, by providing them with the latest rule books, is beyond description. His is a household name among the Government servants as well as Government Establishments. No office can function without having resort to his publications. He entered this field at a time when there was virtually no updated Government publication, even on basic service rules, governing the Central Government employees. In his endeavour, he had to face lot of difficulties in the initial stages on all fronts — financial, Government apathy, envy, lack of publicity, etc. But due to his unflinching determination, hard work and sincerity, he overcame all the odds and reached the pinnacles of success, which is an example for others.

The greatest asset of Mr. Muthuswamy, was his simplicity and humanism. His rise from rags to riches did not affect these qualities of his, which is admirable. He had the welfare of the working community at the back of his mind. He kept the prices of his publications very low, so that these were not a burden on the meagre salary of the working class who were the end users. For these qualities, he was virtually worshipped by the Government employees. At the time of opening the Delhi Office of the Swamy Publishers, there was a demand from his distributors, for increasing their commission, but he point blank refused it as he felt that this would necessitate increase in the prices of books and financially hurt the Government servants or alternatively he would have to compromise on the quality of paper and printing. None of these were acceptable to him. This was his concern for the Government servants.

Apart from being an Author, Mr. Muthuswamy was a great educationist and a philanthropist. After his successful stint as an Author, he visualized the need for setting up a School in a remote area for education of children, and for this cause he bequeathed almost his entire life savings and property and the income of Swamy Publishers. He also sent an appeal to his readers and associates, for contribution — big or small—for this noble cause. He was overwhelmed by the spontaneous response to his appeal. By dint of his effort and vision, the school is now blossoming like a flower to perpetuate his memory. During the second phase of the construction of the school, myself and my family had an occasion to visit Madras, and Mr. Muthuswamy made it a point to take us to his school. He had a detailed discussion on the various aspects of school education with my wife who was a senior teacher in Delhi at that time.

In the end, I would not hesitate to say that Mr. Muthuswamy has been a role model for me. I learnt a lot from my association with him. I am virtually addicted to his

books and even after seven years of retirement, in my spare time I prefer to study his books rather than reading fiction. I am regularly getting the *Swamysnews* and go through it thoroughly. My infatuation with his publications is so much that I have a collection of *Swamysnews* for the past over fifteen years and I treat it as my prized possession. I loved and respected his towering personality. He was a perfect gentleman, always in white, a symbol of purity. That fatherly figure will always remain at the back of my mind. I am very happy to note that the noble task for which he devoted his entire life is being continued by his worthy family and devoted staff. This is perhaps the best tribute to a great visionary like Mr. Muthuswamy.

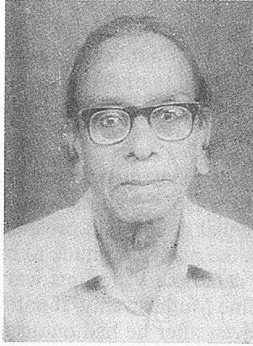


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A Gem with many Facets

V. S. RAJAGOPALAN

*Joint Secretary to the Government of India and Financial Adviser (Retd.)
Ministry of Supply and Rehabilitation*



How I wish that I had an opportunity to write this article last year. Shri P. Muthuswamy would have celebrated his 81st birthday in great gala and gaiety among his friends, colleagues and the staff of Swamy Publishers and the School in Porur which stand as a monument of his second life's mission. But cruel fate snatched him away from our midst on 24-5-2000 just before his 81st birthday. The anticipatory joy turned into sorrow, felicitations to condolences and encomiums to elegies. Now, a year later, it gives me great pleasure and satisfaction to record this write-up in his memory.

Shri P. Muthuswamy was a gem of a man with many facets. Many might sum him up as a man with a mission. But, when I think of him, he presents himself as a friend and colleague, editor and compiler, publisher, a role model for modesty and humility and a zealous missionary. He worked in the Ministry of Finance nearly forty years ago for just under three years but made long-lasting friendship. Every colleague was a friend and once accepted, as advised by Polonius to his son Laertes in Shakespeare's "Hamlet", he "grappled them to his soul with looks of steel". They found place in his mailing list, whether or not they were utilitarian. Shri Muthuswamy understood them well and often surprised them by sending complimentary copies of such of his new publications which, he knew, would be of great interest to them.

As an editor and compiler, Shri Muthuswamy was sans peer in the field. No unnecessary or out-of-date material found a place in his compilations. One of the best

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proofs of his originality and deep insight into the mind of an office worker, was his idea to give brief titles to the various Government orders and decisions under the various rules which was so much time-saving and facilitated quick pick-up of a knowledge and application of the rules even by newcomers. The same helpful originality manifested itself in *Swamysnews* where the Government orders and CAT/Court decision stand classified subject-wise and substance-wise, a real boon to persons who refer to the publication.

As a publisher also, Shri Muthuswamy was a leader in the field. Whether it was a regular order on dearness allowance or an elaborate one on a Pay Commission's recommendations, he anticipated the requirements and did his homework well. The result was that, eagerly awaited order/publication appearance into the market within breathtakingly short period. The quality of paper, printing in larger letters and binding of his compilations as also the pricing stand as an eloquent tribute to his consideration for their users.

Coming to Shri Muthuswamy, the man, one was immediately struck by his charm, courage and modesty. Like Oliver Goldsmith's *Vicar of Wakefield*, who prayed to God for fortitude in adversity and equal humility in prosperity, he fought against odds and envious officials with a dog in the manger attitude to bring out his compilations in the earlier years but the elephant came out victorious waving a flag. To his friends and colleagues, he remained the same Muthuswamy, if not more genial and helpful without any condescension for years even after he had outdistanced them in social status and prosperity. Muthuswamy was always Muthuswamy to them.

One of the absorbing novels by Wilber Smith, a popular and prolific writer of novels based in Africa, is titled "Men of Men". I was intrigued by the title when I started reading it and found that it referred to the missionaries who went forth into the dark continent to preach Christianity without fear of loss of life and limb, symbolizing the spirit of self-sacrifice. P.M. was one such missionary in more peaceful times. He was large-hearted and had a natural instinct and flair for helping the cause of large sections of society. First, it was in the cause of the middle and lower group of Government servants who had to struggle for earning promotions and his guides played no mean part in enabling them to acquire the necessary qualifications and expertise. I wonder whether P. Muthuswamy himself, on looking back, would have belief that he could have achieved so much in the field. If so, he would surely have attributed it, in his characteristic of modesty more to the good wishes and blessings of those who benefited from his works rather than zeal and hard work on his part.

Swamy's second mission in his life was literally a monumental one, the school project — the idea of building a neighbourhood school. It must have been lurking in his sub-conscious from his boyhood days when he had to trudge miles everyday to his school. Phase-I, Junior Block, was estimated to cost Rs. 3 crores and when he set up a charitable trust for this purpose and send out an appeal for funds, many donors would have wondered how the target was going to be reached. Here is where the most scintillating facet of the gem is revealed. Shri Muthuswamy was born in a lower

middle-class family and any other person in his position would have consolidated his fortune for a life of luxury and comfort for himself and his descendants. But, not so, Shri Muthuswamy. He believed “service to the society was service to God”. He donated his entire immovable property to the Trust to take care of the land required up to Class XII, as also all immovable assets, bank balances and all his investments. His family members proved themselves true chips of the old block and donated enormous amounts. Donations poured in from friends and well-wishers like offerings to the temple of learning and lo! the Junior Block was inaugurated on 5th May, 1995. The school was rightly named Swamy’s School. I would not have had it otherwise in a land where institutions are indiscriminately named after a few eminent persons who had made no contribution in those fields. Posterity has to remember Shri Muthuswamy daily instead of annually through school magazine.

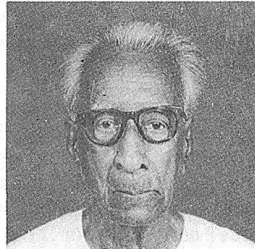
Phase-II Senior Block was even more daunting with an estimate of Rs. 4 crores. The State Bank of India made an offer of a loan up to Rs. 1 crore only to withdraw it on technical grounds later. But, P.M. was not upset. He preferred to stand on his own legs and his policy in life was to quote again from Polonius’s advise “Neither a borrower nor a lender be”. He continued to live for the school and work full time for it. His perseverance and zeal were rewarded and the Senior Block was inaugurated in 2000.

When I first saw the photograph of the completed school buildings, I felt that the landscape was incomplete without a statue of P.M. in the midst of the front lawn gazing benignly on the groups of children trooping around, to whom he had been able to give Vidyadhan in a convenient place. I understand that the trust would be repairing this omission shortly by unveiling a bust of Shri Muthuswamy in the main foyer of the school. His friends and admirers can now feel well and truly content.

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My Friend and Benefactor

S. MAITREYA DASAN
Postmaster (Retd.)



This is a golden opportunity for me to give sincere expression to my personal admiration and gratitude for all that has been done to me by my friend, Shri P. Muthuswamy, known more popularly as 'Swamy' to all, during the period of over thirty years and till the very end. I am thankful, for affording me this splendid opportunity, to Mrs. Brinda Venkataramanan, his daughter, who has taken over the mantle of Swamy's monumental institutions on her own shoulders to carry on the good work that he has been doing during his lifetime.

My association with Mr. Swamy began only in the late 1960s, when he came to the city on transfer and promotion. When he took up residence in Raja Annamalaipuram temporarily, from where he was carrying on his activities in the publishing business, all by himself, I was the local Postmaster, and perhaps he thought the first person he should get acquainted with, was the local Postmaster. Thus, I had the rare opportunity of knowing him for the first time, though we belonged to the same Department and I was a little senior to him by one or two years in service, but in different divisions. He started as a simple clerk in the P & T, just like me, but by sheer dint of hard work and absolute knowledge, rose to a very high position in the Department, while I stuck on only as a Class Three official till the end.

His very high position in the Department compared to mine did not stand in the way of the cultivation of the deep friendship that accrued between us from the very first day we met. That shows his nobility. During this period, and especially after I

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joined him in his publishing concern, he took me into full confidence and I had very many opportunities of learning about his earlier days. This really helped me in transparent ways to increase the staff position of the Post Office then, and Swamy Publishers was mostly responsible for this.

When I retired in June, 1975 from the Department, he invited me join him in his publishing concern which I readily did, welcoming it as the main objective for me to have his continued association, and I had that till the last. When he started to establish the office for the publishing concern, which was till then only a one man's show, the privilege was given to me for working for him and with him. The office of Swamy Publishers started with only one person in it along with one or two part-time workers, besides the editorial staff. Mr. Swamy then called me the 'Manager', an honour and prestige that he so benevolently bestowed on me and thus, if I may say so, I became the first Manager of this great institution. I am proud that way.

It was during this period again that he started an additional venture on a trial basis, of a printing press as an adjunct to the main publishing business, in which I was entrusted with the full responsibility of managing it also with the technical people involved in its working, but subsequently, however, it had to be closed because of the labour trouble that got into its working, and so with sheer forethought, the press was closed by him and rightly too. This was a decision taken by him, as he very judiciously gauged that more trouble would arise for the main business.

Sometime in the early 1980s I had to leave Swamy Publishers for my own reason, which he termed as unilateral on my part. I remember distinctly, even after many years now, how he invited me to the office then, gave a sort of a farewell party and presented a cover containing currencies, with his observation that the contents were for the wedding of my last daughter, who was then yet to be married off. When I told him that I had not even thought of the marriage proposal, he was kind enough to convince me that I should receive it. Actually that was the initial amount I had gathered for the wedding which went off very successfully later on. This act of his only confirms that whatever he touched became gold, and today my daughter and her family are well-established and lead a very happy life.

We have now two monuments with us which will proclaim the generosity, foresight and acumen of Mr. Swamy, the Founder, Swamy Publishers and the Swamy's School in Porur. Swamy Publishers, which he started more to assist the diligent workers in the Department to come out successful in the competitive examination, for which there were no good manuals, etc., available for the purpose, has become the most important organization to help the Government itself with books for reference and official use. There are today, innumerable officials in the Department who have come out successful in the examinations and are doing well careerwise, and even today they remember Swamy for what they were able to get from him through the publications. Swamy Publishers has grown well, as all of us know, and it is almost an adjunct of the Government Department in respect of reference for Rules and Regulations and for latest Government orders. We now see what a great organization it is.

The other monument I refer to is the Swamy's School in nearby Porur. Even after my leaving Swamy Publishers on my own, the contact that I was maintaining with Mr. Swamy enabled me to get all the information and particulars of the fast-growing school. Due to my health reasons, however, I could not even pay a visit to the school and that was working in my mind. When I had an occasion to give expression to it to Mrs. Brinda one day, and she must have perhaps informed her father about this, Mr. Swamy himself came to my residence by prior appointment and took me to the school in his car. There, in spite of his indifferent health, he took me round and showed me the progress too. I spent a very nice and satisfying time of over two hours then, and he dropped me back at home. I could see that he had planned everything for the school so well, and he appeared to me to be well over ten years ahead. This trip specially made by him for me, I remember even to this day. That shows his nobility again. Alas for me, that was the last occasion I saw him alive!

Swamy's vision has been broad and great, as these two institutions show, always for the welfare of humanity. The beneficiaries have been innumerable of which I have been one. Whatever he touched became gold, as we see these two institutions he has left behind, and which will surely grow more and more under his daughter Brinda's leadership and care. May God bless her and her efforts towards this achievement!

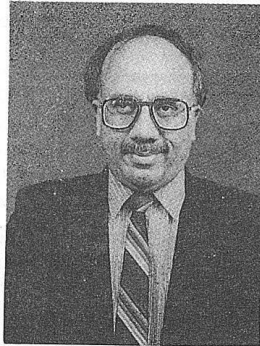


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A Person with a Commitment to Quality

M. S. NAGARAJAN

Managing Director, Nagaraj and Company Private Limited, Chennai



I vividly recall the first time I met Shri P. Muthuswamy. One day around twenty-five years ago, a smartly dressed man in his early 50's walked swiftly into our office asking for my father. He had no appointment but his appearance and approach intrigued my father who agreed to meet him immediately. The gentleman introduced himself as a publisher who was previously based in Delhi but now functioning from Madras. He was looking for some good printers to print his books.

We were at that time printing for leading publishers such as Oxford University Press and Orient Longman. Initially my father hesitated but the magnetism of the visitor was such that we agreed to print for him. In the beginning, as much of our capacity was already allocated to long standing regular clients, we were able to print only a few titles for him. My father then asked him if we could invest in a new automatic machine to increase our printing capacity banking on his support. Shri Muthuswamy assured his support and not only did he provide our press with more jobs for the new machine but encouraged us to acquire two more new machines. Shri Muthuswamy had a lot of regard for my father Shri Subramanian and in the later years the two of them got so close to each other that the former would not do anything without consulting the latter.

Shri Muthuswamy was mainly publishing books which were used by Government servants to update their knowledge and as reference books. Generally in this category of books, the emphasis was on price and not on quality. This was not the way Shri Muthuswamy would have it, the man, who always had an eye for quality, insisted on

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producing quality books at reasonable price. His commitment to the quality of his books and his reader was absolute. He avoided the middle man by procuring his raw material direct from the paper mills, printed high volumes to achieve lower per unit cost and in many other ways cut cost without cutting corners. The reduction in cost he passed on to the book reader.

I remember an incident when we were printing one of his books. Shri Muthuswamy who was visiting Delhi called us from there. The Government had made changes in the rules and regulations and therefore corrections had to be made in the book. He wanted to know whether we had already taken up the job. We informed him that we were already halfway through the job and whether he would like us to complete the job and add a few pages at the end as "ADDENDUM" to take care of the changes in the Government rules and regulations. Shri Muthuswamy would have none of it. He scrapped everything that had been printed, incorporated the changes and printed the book anew. No corner cutting. No wishy washy. Only up-to-date, factually correct quality books at reasonable price for his readers.

Shri Muthuswamy had a long time desire to found a school that would impart quality education to our children and he had discussed the matter with my father a number of times. Unfortunately my father could not see his dear friend's dream materialize. Shri Muthuswamy's school is now a model as to how a school should be in the several aspects that concern an educational institution—from the way the building should be designed and built, to the selection of teachers and the way its students are taught to the way the school is administered and run. One incident that shows his caring nature and his desire for perfection in his school is the way he went about making furniture for the children. The chair and the desk the students used were of a single piece and Shri Muthuswamy found that the uniform size of the furniture was uncomfortable for many of the students. One day after school, Shri Muthuswamy had several children studying in different classes and of different physical attributes assemble in his room and a carpenter was also on hand. The children were asked to sit in the standard chair-cum-desk and the carpenter proceeded to take measurements. The idea was to design furniture in different sizes that the student would find comfortable. Contrast this with the purely commercial nature of education we find in many institutions today.

I had the good fortune to associate with Shri Muthuswamy when he and my father were bosom friends. I still had contacts with him, though on a reduced scale, after the passing away of my father and our press started concentrating on commercial printing using offset technology. I remember him as an entrepreneur who planned in meticulous detail and carried out his plans with dogged determination, a kind and friendly leader who was committed to his vision, and a rare human being who was caring about everyone he came into contact.

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Shri P. Muthuswamy — A True Visionary

R. RAMAMURTHY

Chief Accounts Officer (Retd.), Tamilnadu Telecom.



Shri PM was my contemporary in the P & T A/c's cadre from the year 1958, when I met him at Trichy and my association continued thereafter. He was a thinker and an active person conducting classes for candidates appearing for P & T A/c cadre examination, for which he prepared notes to impart knowledge for the candidates. He utilized the said notes to bring out his first publication. "Pension Rules Made Easy" and followed it up with couple of other publications. The response for the books was encouraging and this emboldened him to go in wholeheartedly, for printing of Government publications, which were in short supply then. His publications had a stamp of quality, which is indicated by the mascot he has chosen for the same, i.e., 'Elephant with Banner'. He set up an Editorial Board comprising of able persons and also established a model office worthy of emulation by others. He was a benevolent employer and treated his staff as his family members. No wonder his staff wept for him when the cortege moved out from his house. This is a rare thing to see in today's corporate world.

The fortune made in his enterprise, made him to ponder ways and means to utilise the same for a noble cause. Once he decided to establish an educational institution, he spent majority of his time to bring it to fruition. He planned meticulously in detail from the construction of the building till inauguration. He got the school inaugurated, by no less than his pet Prof. Rev. Father V. Lawrence Sundaram by the due date. He extended the building to accommodate the higher secondary classes. The area where the school is located did not have proper infrastructure facility at that point of time. I was apprehensive as to the viability of the venture. I was proved wrong when I visited

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the place recently. The area is developed and the school is an asset to that locality. This clearly shows what a visionary he was!

Shri P.M. was a humanist and was helpful to many in times of need. He helped retired officials to augment their income by employing them in his office. He had helped in genuine cases of transfer by intervening with higher authorities. For example, in one case he spoke to the Member (Finance) and got an AO who was at the fag end of his service and was under orders of transfer as CAO, retained in Madras as CAO. In another case, a Senior Accountant was sought to be transferred as AO to Madura out of spite, when he could have been retained in Madras itself. He intervened and got the orders reversed and retained him in Madras. The strength of the A/C's cadre is now 8000 and it is no gainsay, that they are the greatest beneficiaries of his publications.

Shri PM was a pioneer in bringing about the annual meet of retired officers of P & T Finance Services residing in Madras. He hosted the first luncheon meet for his retired colleagues in the year 1986. The get-together has been going on since then in the first week of January every year. On the get-together day, he used to distribute diaries and address books of all retired officers printed by him, as complimentary to all retired officers. He has never missed a single meet from 1986. His absence was conspicuous during this year's meet.

Shri P.M. has donated to worthy causes. He was generous in donating Rs. 25,000 to Udhavum Karangal, a charity organization, on the day of his *Sathabhishekam* function. He has also donated a substantial sum for the pensioner's federation office building in Madras. This proves his large heartedness for the desperate and needy. Shri PM was a man of firm and bold willpower and had not given room to emotions.

Shri PM was a person full of self-confidence. He never gave in for negative thinking. I had several occasions to interact with him. On one such occasion I made a casual remark, that running of an educational institution, is just like running a Government. He often mentioned this remark on several occasions. He disproved my remarks, by ably administering the school by picking up a proper Principal. I am yet to see a person of his calibre rising from the post of a clerk in the P & T to a position of a publisher and a founder of an institution. He would have been a happy person, had he lived to see the first batch of students from his school passing out of the public examinations.

He is a great person with marvellous achievements. The members of the P & T A/cs cadre will remain ever grateful for his invaluable services through his publications. His name will be ever cherished in their minds. So also the parents and students of Swamy's School will remember the founder for the quality institution built by him. He will remain ever green in the minds of his colleagues.

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Messages received in May/June, 2000

- ❑ The light which illuminated the lakhs of offices of the Government of India is no more. Shri P. Muthuswamy was a legend among legends and a gentleman among gentlemen. No praise however high, is sufficient to record his contribution to the cause of good governance through dissemination of knowledge of rules.

[R.V. Suryanarayana]

- ❑ We, the officers and staff of this field establishment of Directorate General of Aeronautical Quality Assurance, are deeply grieved to hear the passing away of Shri P. Muthuswamy, on 24th May, 2000.

The services rendered by Late Shri P. Muthuswamy to the Central Government Officers and Staff cannot be described in words. He was a man of vision with a service-oriented approach. He has been disseminating the various Orders, Rules and Regulations of Government of India in his own unique, simple and easy to understand way for the benefit of Central Government Officers and Staff. This field establishment, which is located in a remote place has been/is being greatly benefited by the *Swamysnews* publication which we receive promptly every month for the past several decades and also by other publications of Swamy's.

In this hour of grief, we the officers and staff of this field establishment of DGAQA, wish to convey our heartfelt condolences to the members of his family as well as to all those who are a part of *Swamysnews* Publications (P) Ltd.

May His Soul Rest in Peace

- ❑ Mr. Muthuswamy shall always remain alive in our hearts and among the Booksellers, Publishers and customers for his selfless devotion to all sections of the society.

Though we mourn his passing away with a heavy heart, we pray that God grant you the strength to continue in his footsteps and raise the Swamy Banner higher to achieve his cherished goals.

- ❑ We will always remember him as a prudent, courageous and a determined soul, who guided us in our difficulties. The void created by his sad demise cannot be filled.

- ❑ My boss Mr. P. Muthuswamy was a very great man. He was highly resourceful. I was his Senior Accountant. I feel proud to have worked with him in 1969 at Madras when he was transferred from Delhi to Telecom Department at Madras. I

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received him at the Madras Central Railway Station with Mr. Ramanujam and attended the auspicious function at the house on coming to Madras. Madam should really be proud of her man. And you children should really be happy to have had such a dynamic and illustrious dad. It was a loving lively journey in this birth. I am happy I have been a part in it.

- ☐ I am deeply grieved at learning the news about demise of my friend, philosopher and guide – Shri P. Muthuswamy. Our association dates back to fifties and remained bonded till now. Shri Muthuswamy's name has already been immortalised by various publications he has brought out as “Swamy Publications” and will be cherished for ever.

- ☐ Our beloved scholar, good teacher, pious and well-wisher of Poor Pensioners will always be remembered and remain alive in our hearts till we are alive.

- ☐ He was a legend. He brought about a revolution in publication of Service Matters. He has created a situation that Government-work cannot go without “Swamy's Books”.

The constitution of the educational trust has exhibited his selfless service. In his death, we have lost a person of extraordinary calibre.

- ☐ The era of Shri Muthuswamy in Central Government area of “Rules and Regulations” is to be written in golden letters. The contribution of Shri. Muthuswamy in perfectly enlightening the Government Departments about the latest rules and amendments has been gigantic and unimaginable. The number of Government servants helped by his books is legion. He was an institution by himself. A fitting memorial should be erected to honour his memory.

As one who had been helped by his books and periodicals, I pay my humble homage. May his soul rest in peace.

- ☐ I had the good fortune to work with him and intimately move with him for several years. His affection, nature to come to other's help spontaneously and benevolence are too well-known to everyone coming in contact with him in any capacity. His personal interest in the well-being of all his colleagues and subordinates in his long official career in the P & T Dept. will be cherished for ever by all who have the good fortune to know him. His inimitable style in helping others is something to be emulated.

- ☐ He was such a helpful noble personality that he established an organization for prompt publication and the correct understanding of the Government regulations affecting the rights and benefits of its employees. In addition, he initiated

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educational and charitable institution for the welfare of his fellow-men, because of his sympathy, liberal-mindedness and helpfulness to his fellowmen.

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- ❑ All good qualities blended in proper proportion in him. Nature can proudly declare "Here is the Man".

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- ❑ Mr. Swamy was a source of great inspiration to us over the last many years and we shall greatly miss the benefit of his sage advice.

His philosophy of "Nishkaamya Karma" and love to one and all, left a lasting impression on any one who came into contact with him.

- ❑ Mr. Swamy rendered a great service to the mankind and established notable standards of excellence and in process amassed a well-deserved fund of goodwill all around.

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- ❑ With his death I have lost a most respected personal friend with whom I had the privilege of our forty years' association. Apart from my personal loss it is a big blow to the whole service community to which I belong.

The best tribute to him would be to follow his lofty ideals and continue the noble task for which he devoted his whole life.

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- ❑ I am very much shocked and astonished by reading the message in the *SwamysnewS* of June, 2000 that Mr. P. Muthuswamy, one of my most respected personality, is no more. He was the pioneer in the unique field of publication of Government orders, etc. and therefore, is well acquainted to each and every Central Government employee in India and abroad. Like 'Ekalavya', I began to consider him as my 'Guru' when I joined Government service.

He was a true "Bharat Ratna". His departure is a great loss to the Nation. I convey my sympathy to all the members of the great family of M/s. Swamy Publishers and its readers and pray to the Almighty to give us the strength to withstand the loss.

May his soul rest in peace in the Eternal Home.

- ❑ It is with profound sorrow that I noticed the 'Respectful Homage' to our great and elder brother, Shri P. Muthuswamy, who was really 'a Legend of his time', in your *SwamysnewS* of June, 2000.

Still I do not think it is fact, as we did not come across any news, in the Papers or Media. I have been his student since sixties, while I was a Divisional Accountant in the P.W.D. and later on joining the A.G. Office. He was a torch light to all of us. I have his Handbook since 1975, in my Library and am the regular subscriber of *SwamysnewS* since January, 1999. Though I retired in June, 1986, still I read all his publications, with great interest, and was awakened in service matters.

Kindly convey our heartfelt condolences to the members of bereaved family and the whole organization created by him.

- ❑ The Officers and staff of Canteen Stores Department, Government of India, Ministry of Defence deeply mourn on the sad demise of late P. Muthuswamy, inspiring personality for all the Government Officers and staff. His contributions towards the compilation of Govt. Orders, Rules and Regulations provided to the Central Govt. Departmental examinees are enormous, which cannot be spelt out in this small letter.

We will always remember him as wizard of Government instructions, prudent and dedicated soul inspiring us on every subject while doing our Government duties.

May God rest his soul in peace.

- ❑ I & my staff (are) deeply grieved to hear the passing away of our beloved Dronacharya, Late Shri P. Muthuswamy on 24th May, 2000.

We are also wishing to convey our heartfelt condolences to the members of his family.

- ❑ I am really shocked to learn that Most Respected Shri P. Muthuswamy has taken his last breath on 24-5-2000. In fact, it is not believable. But, we have to bow our heads before the law of nature on Cosmic Laws. He is immortal. He can never die. There are some persons who can never be victims of death. Shri P. Muthuswamy is one of them. He is still alive in the minds and hearts of numerous persons. I myself took valuable guidance from his works since 1967. I also guided others with the help of his books. He dedicated his life for the sake of mankind.

Swamy's Matriculation School at Porur is a pious and great work of his. He will be remembered for this generous service for mankind.

I would like to quote Shakespeare—

*“So long as men can breathe, or eyes can see,
So long lives this, and this gives life to thee.”*

Perhaps, Shakespeare composed this “Sonnet” for such genius personality. His pious soul will surely guide us in future also. We pay homage to him.

- ❑ My condolences to the sudden, unexpected demise of Shri Swamy. But No! I like him to live and spread the light of knowledge and simplicity through the eternal living spirit and soul by the selected Swamy's own people and followers.
- ❑ Shri Swamy is dead. He will be remembered always for the outstanding work he has done for us. He does not die because a man who has fame does not die. We meet here just like the pieces of wood floating on the water of ocean meeting and parting with according to the wave. Every one of us has his own day to go.
- ❑ I learnt with deep regret the sudden demise of Shri Muthuswamy, the Founder of the great organization Swamy Publishers.

I remember the day I purchased the book CCS (Conduct) Rules sometime during 1968-69. From then on I have been collecting all those books published under his guidance.

I recall the day when I went to the Ahmedabad Bench of the CAT. One of the senior officers whom we approached for some clarification on entitlement of HRA, to my great surprise, called for Swamy's compilation for reference. His compilation of various code rules has made administration in Government departments easier. These books are indispensable for a day-to-day functioning of the departments. It is no exaggeration.

Late Shri Swamy has become a legend and carved out an indelible mark in the functioning of the departments and the CAT. Let us all pray "the departed great soul may rest in peace".

TRIBUTES FROM HARMONY

An In-house bulletin of the
INDIAN INSTITUTE OF CHEMICAL TECHNOLOGY, HYDERABAD
(Council of Scientific & Industrial Research)

It pained me to learn that Shri Muthuswamy is no more with us on physical plane.

Shri Muthuswamy is personally responsible for the very existence of HARMONY. Way back in 1990, I wrote to him about my idea of establishing a service magazine for the benefit of CSIR people. He not only permitted me to use his printed material and also encouraged with his acts and deeds.

I constantly draw inspiration from his publications. HARMONY is a culmination of the simplicity of Swamy's publications and style of scientific journals.

While our hearts bleed, words fail to express our grief.

This issue carries a Tribute to this Great Personification.

May his soul rest in heavenly peace.

TRIBUTES TO A GREAT PERSONIFICATION

□

तस्मादसक्तः सततं कार्यं कर्म समाचर।
असक्तो ह्याचरन्कर्म परमाप्नोति पूरुषः॥

*Tasmadasaktah satatam karyam karma samacara
Asakto hyacarankarma paramapnoti purusah*

Therefore, even without attachment, perform duty bound action efficiently that has to be done, for by performing action without attachment man attains the supreme.

— कर्मयोग, श्रीमद्भगवद्गीता

— Karmayoga, Srimad Bhagavadgita

- ❑ Shri P. Muthuswamy was born on 22nd June, 1920. He made a humble beginning as a Post Office Clerk in 1941 and rose to the position of the Director of P & T Accounts & Finance.

His initial enthusiasm to do some thing tangible did not get support from his seniors. His first published work was “*Pension Rules Made Easy*” in 1957. In due course, he added several titles to his stock of reference books.

Now no Government Department or its employees can think of a situation without Swamy Publications. The rules and regulations in their original form are hard-to-crack nuts, replete with ambiguity and uncanny language. The shape of the things to come through Swamy’s Publications have changed the face of the Government and other Departments as far as they relate to interpretation of rules and regulations. These publications helped the whole community of Government Officers, employees and the like in understanding the spirit of the rules.

One can find a solution to almost every situation he can imagine. With the help of his publications, thousands of Government employees could plan their career and forge ahead. His publications, the way they are being brought out, have influenced the thinking of even policy makers, and framers of rules and regulations across the country.

Let us pledge to work with the same spirit and enthusiasm for the sake of fellow human beings.

Ch. Srinivasa Rao
Founder-Editor, HARMONY

TRIBUTES BY OTHER OFFICERS
I.I.C.T.

- ❑ We pay our respects and tributes to the legendary man in bringing compendia of rules in Government Departments.
- ❑ Shri Muthuswamy had been an encyclopedia on Government rules pertaining to all the subjects. He served the nation better than a super computer. We have no replacement for him but the heaven benefits through his presence.
- ❑ Starting in a small way, Late Shri P. Muthuswamy has grown into a legend who could bring out a number of reference books on various service matters of Central Government employees through Swamy Publishers (P) Ltd. Late Muthuswamy has done yeoman service to the cause of Central Government employees by helping a number of them in getting promotions through the reference books brought out by him.

With the sad demise of Shri Muthuswamy, the Government employees have lost a friend, philosopher and guide.

I condole his death and pray God to give strength to Swamy Publishers to continue the good effort initiated by Muthuswamy.

- ❑ Shri Muthuswamy made all Government orders handy to each and every user. The entire community of Central Government employees owe a lot to him.

May his soul rest in peace.

- ❑ It is a great loss to Administrative community. His services will always be remembered by us.

- ❑ We are all familiar with that big animal, the giraffe. A mama giraffe gives birth to a baby giraffe, standing. All of a sudden the baby falls on a hard surface from the cushion of mama's womb, and sits on the ground. The first thing mama does is to get behind the baby and give him a hard kick. The baby gets up but his legs are weak and wobbly and the baby falls down. Mama goes behind again and gives him one more kick. The baby gets up but sits down. Mama keeps kicking till the baby gets on its feet and starts moving. Why? Because mama knows that the only chance of survival for the baby in the jungle is to get on its feet. Otherwise it will be eaten up by wildcats and becomes dead meat.

Late Shri Muthuswamy Mama Giraffe kicked up the staff of Government Offices constantly and revived them with proper interpretation of Rules and Regulations to get on to their own feet in the Law of Jungle.

I hope his Soul Rests in Rules.

- ❑ I do not find any words to express my gratitude to Late Shri Muthuswamy for doing yeoman service in the cause of Government Officials. Through *Swamysnews* and other publications he will continue to live with us for ever.

May his soul rest in peace.

- ❑ Administrative staff of Central Government feel bereaved at the sad news of demise of Shri Muthuswamy who was very popular through his *Swamysnews* which enlightened millions with constant dissemination of Establishment rules and served many more with its application.

Shri Muthuswamy, a person of letters, rose from a tiny position to highest post in erstwhile Department of Posts & Telegraphs and helped thousands to further their career through hundreds of his compilations. His philanthropic ideas made him to found a Trust and construct a Model School in his village. A real tribute to him would be to constantly update knowledge and serve the staff better.

May his soul rest in eternal peace and bliss.

- ❑ It was shock to learn through the *Swamysnews* magazine that Shri P. Muthuswamy is no more. The whole lot of Central Government employees who look forward to him for clarifications and guidance on service matters have lost a veteran champion of Central Government rules.

May his soul rest in peace.

- ❑ Shri Muthuswamy will be remembered for his dedicated service rendered to Central Government Offices and staff by publishing a good number of compilations.
- ❑ The scriptures say that *Vidyadan*, i.e., imparting knowledge is the noblest of all charities. Shri Muthuswamy has done excellent service by his constant endeavour to disseminate knowledge and information relating to rules and regulations. He will remain a source of inspiration to many of us.
- ❑ At the very outset, I plead guilty in not writing a letter to you soon after the sad demise of Mr. P. Muthuswamy although the inclination was in my mind. I seek your pardon for my inexcusable lethargy and am sanguine that you will publish this letter in your next issue, if deemed fit by you.

Late Mr. Muthuswamy and a compendium of Government Rules are synonymous. Although I came across *SwamysnewS* only a few years ago in the line of work as an administrative staff in my office, I was struck by the sincere and innate desire of late Mr. Muthuswamy to educate his fraternity through his organ *SwamysnewS*. Even though several other publications did appear in the market after the advent of *SwamysnewS*, they were in poor imitation only. The final product born out of the toil of late Mr. P. Muthuswamy is incomparable and unbeatable in any angle and manner.

Perhaps, Mr. Muthuswamy was an ardent follower of the tenets of *Bhagavat Gita*, especially the stanza which implores mankind to perform its duties without thinking about the result or the fruits of such duties. Otherwise the edifice of Swamy's Matriculation being what it is today, would not have come at all. And to think that he had earmarked his entire savings for the culmination of this project would not bear testimony to any other justification. It is really astounding that a man with simple background and thoughts, could bring a monument into a reality, while the more fortunate mortals hesitate twice to shell out even parsimonious amount from their pocket. The likes of late P. Muthuswamy are rare like a true Gem!

Of course, mortality and re-birth are the law of nature as far as mankind is concerned as mentioned in *Bhaja Govindam*: “PUNARABI JANANAM, PUNARABI MARANAM” But I have every hope that the noble and good soul of late Mr. Muthuswamy will certainly reincarnate from a still nobler background soon. In this context, I am reminded of a Hindi poem entitled “*Boondh*”, in which a rain drop while descending from the sky, laments that whether it will fall into a drain, or a sewer or a canal without any use to the mankind; but surprisingly it falls into an sea oyster to become a Pearl later!

The yeomen services of late Mr. Muthuswamy should continue in some form or the other for the benefit of lesser mortals like the undersigned and I am sure God, the inscrutable Dispenser of Justice will play a vital role in this exercise.

May the tribe of late Mr. P. Muthuswamy profligate and flourish and May His Soul Rest in Peace!

- ☐ Shri Muthuswamy, the *Dronacharya* for the lakhs of Central Government employees and the mentor and guide for many a Central Government Office/ Public Sector Undertaking has left for his heavenly abode. **But he has ensured that his departure does not leave a vacuum in his mission of service** to the Central Government staff and offices. He has trained a talented team of “ARJUNAS” — Assistant Authors. Some of us are with him for the past 25 years. To quote in his own words:—

“I wish to place on record my appreciation of the work done by all my assistants but for whose methodical performance I could not have maintained the quality of my publications, especially with the increase in the number of the books that have been added in the recent years. I feel confident that in due course I can slowly withdraw myself from the pressure of work, leaving the same to this second line of Assistant Authors.”

These are his words in an article in the Silver Jubilee Souvenir, 1980 when he wrote “About the Authors”. True to his desire, he has actually added to the strength of Assistant Authors. The Assistant Authors have not only been trained but they are also dedicated to carry on the Mission and keep the flag flying high.

We offer our *pranams* to the Great Man and to his foresight for having established a strong second line—the dedicated team of trained assistants.

Shri Muthuswamy's MOTTO

“..... Let not the payment of a house building advance be stopped merely because one window is shorter than the one in the approved plan by two inches. Let not some one's pay be stopped merely because his leave order is delayed by official red tape. Let not the grief of the widow of a Government servant be exacerbated because of delay in the payment of immediate relief, but let the amount be sent to her through a special representative before the dead body can be removed for cremation/burial. Let every pie that is legitimately due be paid with grace and promptness. Let justice be tempered with mercy. No person who is charged with this responsibility can be sure that he or his family will not at all need this prompt service.”

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