

## Unite-2

### History of Coimbatore from 1801 to 2000 A.D

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During the early 1930s Coimbatore became a hub for some of the South Indian language movies, especially Tamil & Telugu when S.M. Sriramulu Naidu and other industrialists started Central Studios. Then popular movie director became the creative head and started making his own movies under the banner Pakshiraja Films. By the early 1930s another Movie studio 'Premier Cinetone Studio' was under operation in Red Fields, Coimbatore. In 1945 S. M. Sriramulu Naidu left Central Studios and took over the Premier Cinetone Studio located in Puliyakulam Road, Red Fields, Coimbatore. He further constructed new floors and infrastructure and made it a full-fledged Movie Studio with in-house processing labs.

Movies became a major industry in Coimbatore when in 1905 a South Indian Railways employee Samikannu Vincent purchased a film projector along with some silent films from a Frenchman named Du Pont who had fallen ill on his touring exhibition. Samikannu Vincent then built a business as film exhibitor first by traveling around the country and finally erecting tents theatres for screening films. His tent cinema became popular as he traveled all over the state with his mobile unit. In 1917, Samikannu Vincent built South India's first permanent cinema theatre, Variety Hall Cinema, at the Town Hall; it is now called the Delite theatre. As Samikannu Vincent also generated his own electric power for his theatres, he built a series of theatres in and around the city to screen silent films. He also became a distributor for the French Pathé Frères movie projectors. In the early 1930s he launched the Variety Hall Talkies banner to make sound film (a.k.a. talkies) and released a few movies which were mainly shot in Calcutta. Feeling a need to have a movie studio, he was instrumental, along with other industrialists and movie makers, in establishing a fully equipped studio in Coimbatore.

**Central Studios** was an Indian film studio in Coimbatore, Tamil Nadu, started by B.Rangaswamy Naidu (a.k.a. B. R. Naidu) and other prominent industrialists like Swamikannu Vincent of Coimbatore in 1935 to make Tamil and other South Indian language movies. The studio was a major hub of Tamil movie production and notable for its association with many early day Tamil Movie Superstars, directors and script writers etc. and many making their career debuts here. The studio is best remembered for movies like Sivakavi, Velaikari and Haridas.

**Pakshiraja Studios** was a motion picture movie studio in Coimbatore, Tamil Nadu, India, established by S. M. Sriramulu Naidu in 1945. The studio has predominantly produced movies in Tamil, Telugu, Hindi and Malayalam languages, also having made one Kannada film. The Studio had major releases in 1950s and early 1960s and is well known for some blockbusters of the times.

**Jupiter Pictures** was an Indian feature film production company founded in Coimbatore in 1934 by M. Somasundaram (popularly known as "Jupiter Somu") and S.K.Mohideen. Jupiter Pictures was a major production house with 46 releases with 36 films released in Tamil, 5 in Telugu, 2 each in Kannada and Hindi and one joint release in Tamil and Telugu. In the late 40s and early 50s, they operated out of Central Studios in Coimbatore. Following the closure of the studio, they relocated to Chennai and took over Neptune Studio in Adayar which would later become Sathya Studios. In Chennai, the Jupiter Pictures office operated from a leased historic and palatial building in Mylapore known as "Mangala Vilas".

**Avinashlingam Chettiar** was born to K. Subrahmanya Chettiar at Tiruppur. He was a nephew of politician T. AA. Ramalingam Chettiar. Avinashlingam had his early education at Tiruppur, Coimbatore and Madras and graduated in law from Madras Law College of the University of Madras. He joined the Indian Independence Movement and participated in Civil Disobedience and the Quit India Movement. He also served as a member of the Imperial Legislative Council and later, education minister of Madras. He is also credited with introducing reforms in Indian society.

Avinashlingam was a devout Gandhian and was a strong follower of Gandhian economics. He was also a renowned social reformer and follower of the Ramakrishna Mission. He also a father of library movement in Tamilnadu.

Avinashlingam served as the Education Minister of Madras Presidency from 1946 to 1949 under premiers Tanguturi Prakasam and O. P. Ramaswamy Reddiyar. 21 One of his most remembered acts as minister was the introduction of Tamil as the medium of instruction in secondary schools all over the Presidency. He established the Tamil Valarchi Kalagam or Tamil Academy in 1946 which created a 10-part encyclopedia, the first in Tamil, between 1954 and 1968. [1][3] He was also a proponent of the empowerment of women and introduced education for senior citizens and reforms in libraries.

Avinashlingam nationalized the poems of freedom fighter, Subramania Bharati and created the professorship for Tamil and other Indian languages at the University of Madras.(3) Thirukkural was introduced as a part of the curriculum from the 6th grade onwards.

Chidambaram Subramaniam (commonly known as CS) (30 January 1910 - 7 November 2000), was an Indian politician and independence activist. He served as Minister of Finance and Minister of Defence in the union cabinet. He later served as the Governor of Maharashtra. As the Minister for Food and Agriculture, he ushered the Indian Green Revolution, an era of self-sufficiency in food production along with M. S. Swaminathan, B. Sivaraman and Norman E. Borlaug. He was awarded Bharat Ratna, Indian's highest civilian award, in 1998, for his role in ushering Green Revolution.

Along with M. S. Swaminathan and B. Sivaraman, Subramaniam was the architect of India's modern agricultural development policy, after the success of his programme which led to a record production of wheat in 1972 termed as the Indian Green Revolution. As Minister for Food and Agriculture, he introduced high-yielding varieties of seeds and more intensive application of fertilizers which paved the way for increased output of cereals and attainment of self-sufficiency in food-grains in the country. About his contribution, Dr. Norman E. Borlaug. writes: The vision and influence of Mr. Subramaniam in bringing about agricultural change and in the very necessary political decisions needed to make the new approach effective, should never be under-emphasized. The groundwork for this advance (in the production of wheat) was solidly laid during that period (1964-67) when Mr. Subramaniam was the guiding political force instituting change.

He appointed M. S. Swaminathan, who played a major role in green revolution and Verghese Kurien as the chairman of National Dairy Development Board when he ushered the Indian White Revolution. Kurien says, that the key role played by Subramaniam in the whole thing (Operation Flood) is hardly mentioned. He founded the National Agro Foundation, Chennai and Bharathidasan Institute of Management, Tiruchirappalli.

When the Indian National Congress split in 1969, he became the interim president of Congress (1) started by Indira Gandhi. Later, he was appointed as Minister of Finance in the union cabinet by Indira Gandhi. He advised her to devalue Indian rupee and was the finance minister during the emergency in 1976.(3) After the emergency, he parted ways with Indira and joined the breakaway Congress faction led by Devraj Urs and Kasu Brahmananda Reddy.