

OUR HISTORY

Sri. D. Balasundaram, Chairman

Sree Jayendra Saraswathy Vidyalaya Trust

1913

Sri. D. Balasundaram born on 31st August 1913 is the third son of **Sri.K.E.Dhamodharaswamy Naidu**, Landlord of krishnarayapuram, now Avarampalayam in Coimbatore.

1932

After Passing Intermediate in Presidency College, Madras left for England to join **Sheffield University** to study **Engineering**.

1936-1939

Joined as **Apprentice** in **Metropolitan Vickers Ltd.**, who were having 12,000 workers and biggest electrical power station and equipment manufacturer in **England** at that time.

1939

Returned to **India** and joined in **National Enginerring** works started by **Mr.G.D.Naidu** as Chief Engineer and developed India's first electric motor. Copper Rotor welding technique learned during apprenticeship in Metropolitan Vickers was introduced. **Mr.G.T.Bough** then advisor to Government complemented **Mr. Balasundaram** and said "He has wise head on his young shoulders".

1944

Started a small firm "**Coimbatore Engineering & Trading Co.,**" and made spare parts for **Textile Machinery**.

1946

When the war restrictions on new limited companies were withdrawn, **Textool Co. Ltd** was started. **Mr.G.K.Devarajalu** and **Mr.G.K.Sundaram** were also in the board of Directors. **Mr. Sundaram** was also a partner in the Managing Agency Firm. Started the manufacture of Ring Frames, the first Ring Frame was delivered to M/s, Soundaraja Milles Ltd., Dindugal, **Mr. Narayanaswamy Naidu** of the said mill gave good encouragement and intial orders.



1947

Regular manufacturer and Supply of Ring Frames started. Those days it was very difficult to manufacture as almost everything was in short supply and have to be depended on imports, which was also severely restricted, due to foreign exchange constraints. Machine Tools required for production were also not available and they were also expensive. **Mr. Balasundaram** arranged to get second hand Machines from Europe and Installed. They were reconditioned and used for production.

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1948

The manufacture of **Sten Guns and SBBL-12 bore** was started at the request of Government of India. A Separate section was formed and the guns were manufactured successfully after pains taking work. The production of Guns lasted one year and about **5000** guns were made.

1949

The manufacture of other textile machinery like carding engines, draw frames, fly frames etc., were started and manufacture progressively **Mr. Balasundaram** again went to England for buying hand machines. besides he also started making machine tools for own use to manufacture textile machinery.

1952

Textool was employing more than 2000 workers and it became very famous all over India. Many dignitaries who came to Coimbatore visited **Textool Company**, **Sir.M.Visvevaraya**, the Renowned engineer and administrator, was one among them. He was happy to see the indigenous development of the Engineering Firm.

1953

Textool was manufacturing complete line of **Textile machinery** except **Blow Room**. Production was increased by the addition of machine tools made-in-house. It had a big foundry, making more than **400 Tons/Month** for own use and a tool room to make tools.

1954

Textool Company became one among the Three Biggest **Textile Machinery Manufacturer** in India.

1955

Started the manufacture of **5 HP Diesel engines** for agriculture pump sets in large numbers. Shell Molding Casting were made first time in India. **Mr.V.V.Giri, The Union Minster** and later **The president of India**, visited **Textool** and appreciated the **Indigenous Development**.

1956

The manufacturing activities increased rapidly and more than 4000 workers were on roll. A pilot plant was built and pig iron was made successfully. **The Government of India** asked **Sri.D.Balasundaram** to study **The Ambar Charka** Developed by one **Mr.Ekambaram**. It had 4 spindles and entire charka was made out of wood. In **Textool**, 16 spindle all metal charka was developed. The yarn made in 16-spindle charka was having the same quality of regular textile mill. **Mr.Balasundaram** along with **Mr.N.Mahalingam, Chairman of Sakthi Group**, took this Charka to New Delhi and demonstrated to **Prime Minister Mr. Jawaharlal Nehru** and other cabinet minister. They were all very much impressed with it, and planned to introduce the 16-spindle through **Khadhi Industries** and Village commission. Unfortunately the government did not promote the projects with this charka due to many constraints even though it had very good support from top leaders.



With them the President of India, Sri V.V.Giri

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1957

Mr. M. Manudhai Shah, Minister for heavy industries, Government of India visited Textool and very much appreciated the efforts of Mr. Balasundaram to develop the technology fully indigenously.

1959

Textool developed an furnace and started manufacturing alloy steels for own consumption. Supplies of Excavator Tips for **Neyveli Lignite Corporation** were done in this year. This Excavator Tips supplied by Textool had much longer life than the tips imported from Germany. Those years, Tamil Nadu faced severe power shortage but Textool was exempted from power cuts due to the critical items, it was producing.



1960

Spheroidal Graphite(SG) Iron Production License was obtained for the first time and the **Production of S.G.Iron Casting** mainly crankshafts for diesel engines were started. Textool also started outsourcing components for textile machinery in a big way resulting rapid growth of **Small Industries in Coimbatore.**

1962

The manufacturing of **Railways Signal Machines** and cone **Winding machines** were started with Japanese Collaboration. **Mr.Balasundaram** who is not in favour of collaboration, visited Japan in 1960 and was impressed to see the Japanese Factories and their ways of working made him go in for a collaboration to understand their culture. There was also an urgent need from the market for **Cone Winding Machines and Railway Signal Machines.**

Started Machine Tools of modern design were developed. A ten metre long Plano milling machine, Centreless Grinder, Turret Lathes and Bar Turning machines were developed for own use for the production of Textile Machinery.

1964

To reduce the cost and to make it hand operated, a new 6 spindle charka was developed. This became very popular and Khadi Commission under the chairmanship of Shri.U.N.Debbar promoted this charka implementing all over India. Subsequently 10 spindle and 12 spindle pedal operated charkas were also developed and introduced in rural areas for enhancing the income of the rural artisans.

1965

Fully indigenous front wheel drive passenger car, Vahan were developed and demonstrated at Chennai before Mr.K.Kamaraj, Mr.R.Venkataraman, Mr.C.Subramaniam. Due to licensing policy this project was not encouraged.

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1980

In the Year 1980, after the government took over Textool, with **Mr.Balasundaram** as a chairman, an Educational Charitable Trust was formed along with four Trustees **Mr.Balasundaram** Chairman, **Mrs. Kamala Balasundaram**, **Mr.B. Jayachandran**, **Mrs. Dhanalakshmi Jayachandran** was made Managing Trustee from Inception. The trust was formed mainly to inculcate our culture with quality education for the needy children with no capitation and donation. A Matriculation school Started in the Year 1980 with the Blessings of **Kanchi Paramacharya**. The School was named as **Sri Jayendra Saraswathy Vidyalaya**. In the Year 1999 an Art and Science College was Started. The Need for CBSE Board School was increasing after Samacheer Kalvi of Tamilnadu Government. A **CBSE School** was started in the year 2012. Now in 2018 we have a Matriculation Higher Secondary School, A CBSE Senior Secondary School and An Arts & Science College. **M.Phil** for Science and in 2018 Affiliation was given to our college to offer Research Degree **Ph.D**, for commerce and Computer science.



1969

The Textile recession started in 1965 in a big way and it affected Textool very much. The Textile mills who ordered machines did not take delivery resulting in financial crisis for Textool. Labour problems due to militant labour union also made things worse.

To save the company facing closure **Mr.Balasundaram** approached **Mr.K.Karunanidhi**, the Chief Minister, who took an initiative and arranged the Tamil Nadu Government to take over the company to save the jobs of more than 3000 workers and staff.



2000

In the Year 2000, Jaya Automotives promoted **Jayem Automotives Ltd.**, which is at present working closely with TATA Motors Ltd in their new projects. Retires as an engineer, entrepreneur and industrialists, **Mr.Balasundaram** continues to live an active and contented life. An Avid reader and Sparodical writer, he is busy as ever. He is an interesting conversationalist, having logical and reasoned opinions on public affairs and economy. He is spiritually oriented and Non-Dogmatic.

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2008

Shri D. Balasundaram was honoured with "**CREATOR OF PROSPERITY**" Award, which he received from **DR.A.P.J.Abdul Kalam**. Initiated by the Coimbatore Chamber of Commerce. His recognition was his contribution in making Coimbatore an Industrial Town by introducing the concept of outsourcing which helped in the birth of many small scale industries to help large industries. This resulted in Coimbatore becoming an industrial Hub. It was the vision of our founder which we are so proud and his Legacy cannot be matched.

