

...singh were being recorded in a criminal case (State vs Pooran Singh and others). The Presiding Officer of the court was neither in the seat nor in the chamber. The reader of the court was recording the statements in the absence and apparently on the "verbal" directions of the PO.

The PO was Sushila Nagar who was then Additional Chief Judicial Magistrate (ACJM), Beawar.

IMAGINE BEING the only woman in a room full of screaming and often unruly men - all haggling with each other to buy the finest tea at the best price. For Mridul Tiwari, the country's only female tea auctioneer, that has been part of her professional life for years now.

"These guys are there do not say sweet nothings to you. They are there for hard-core business," she says. "My job is to sell the producer's tea, faster than anybody else can sell and at the best possible price," Tiwari added.

From a family in Jaipur, which has been intimately linked with the tea industry, Tiwari has been on the trading side of tea for 18 years now. Originally a male reserve, the tea industry has been opening up to women. There are a significant number of female tea planters but trading, still, is dominated by male businessmen. "Auctioneering as a career

is not very known to outsiders. Moreover, it is a very difficult job that requires a stage performance where you have to often handle 100 men together at one time," she said.

As per the Tea Board of India's recommendation, 75 per cent of the tea produced in the country has to be sold through auctions to maintain the transparency and health of the market. Producers lug their samples to the auctioning centres - there are six in the country - where they are tasted and valued. Auctioneers, like Tiwari, are responsible for tasting thousands of tea samples and affixing a price tag to them according to their qualities such as

flavour, colour and aroma. Then buyers like Hindustan Lever Limited and Wagh Bakri lap up the teas at the centre.

Having worked with firms such as Contemporary Target Private Limited and Paramount Tea Marketing, Tiwari feels the tea industry is "chock-a-block" and extremely competitive with rising production and decreasing exports. She feels that the "stereotype" image of tea as a common man's drink needs to be shed to infuse a new life into tea. "We have to make tea look fashionable and draw the youngsters into it. There are several other recipes such as ice-cream made of tea," Tiwari adds.

Viru was a choice that defied the shallow pockets of the RCDF. "No agency in the state has the money to use celebrities, especially those priced like Sehswag," an official of the RCDF said.

Sharma said the firm was a state cooperative and not a private firm. Denying that the advertisement had any political tone, he added that Raj was an "ideal mother just like every mother". "Even if it does not click with the children, it will definitely do so with the parents," he said.

He said RCDF is marketing the product aggressively by jostling for ad space with MNCs like Hutch in the city. "We have begun with the CM. Other prominent persons would follow," he said.

"We had to work professionally with our client who wanted the CM to give a message on their behalf and leave an impact. They had their own firm mind on that," Chopra said.

But at a price tag of Rs 50 lakh-plus

Nagar is the wife of ADJ Ajay Kumar Jain who resigned recently following reports of his name appearing in the list of 17 judicial officers recommended for compulsory retirement.

Nagar was subsequently served a chargesheet. Members of the Beawar Bar Association also sent a written report against her to the High Court on December 19, 1998, which Nagar later

## She doesn't mind men jostling around her



The only one

are under Rule 16 of the Rajasthan Civil Services (Classification, Control and Appeal) Rules, 1958, which entail major penalties.

The charges include leaving signed blank papers with the reader of the court, thus giving plenary powers to the court staff in her absence. This led to the release of a vehicle (RJ-14-G-5011) by the police on the strength of a

marrying a Dalit colleague.

HC, Nagar has denied all these charges and alleged that she is being harassed without any basis.

The couple has been in the news ever since ADJ Jain resigned. Nagar has alleged that being a Dalit she was sexually harassed by the 'biased' judiciary, while her husband has alleged that he was targeted for marrying a Dalit colleague.

At the end of the contest as having being sent on the persuasion of the then Beawar District Judge, KL Vyas.

Since then there are at least six chargesheets served on ACJM Nagar, including the one in the aforesaid incident that culminated in her suspension on April 20, 2001.



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## Raje pips Viru in milk race



Role model

Crayons Advertisement Limited, the firm that designed the campaign, differs in opinion. "Our advice to them was to rope in someone like Sehswag who is known for his liking of milk," he said.

But at a price tag of Rs 50 lakh-plus

HT Live Correspondent  
VASUNDHARA RAJE'S maternal warmth would now flow with the Saras milk.

"Feed a child a glass of milk each day from your hands," is what she now recommends. As the new brand ambassador for the Rajasthan Cooperative Dairy Federation (RCDF), she will now be seen in its campaign urging parents to feed their children liberal doses of lactose.

Hoardings featuring the CM were released on Thursday and have been put up at several prominent locations in the city. "We wanted a figure who would click with the masses, someone who could get the message across to the people," said Hira Lal Sharma, the GM (Marketing) at RCDF. "The liquidity of milk is high and we were looking at how we could increase our sales," he said.

### >>> WEATHER

Partly cloudy sky with possibility of dust storm with rain. Maximum temperature likely to be around 38°C

Temperature	Max. 38°C	Min. 26.8°C
Relative humidity	71%	33%
Sunset on Monday		7.22 pm
Sunrise on Tuesday		5.44 am
Moonrise on Monday		6.50 pm
Moonset on Tuesday		7.07 am