

Pranguration
OF Jammi PHARMACEUTICAL
FACTORY



Jammi
VENKATARAMANAYYA & SONS

MADRAS 4

Jammi Pharmaceutical Factory

ARCOT ROAD, KODAMBAKAM
MADRAS

INAUGURATION

by

Rao Bahadur Dr. T. S. TIRUMURTI, B.A., M.B. & C.M., D.T.M. & H. (Lond.)

Retd. Principal, Stanley Medical College, Madras

ON
27-12-1949

“SOUVENIR”

JAMMI VENKATARAMANAYYA & SONS

Jammi's "LiverCure" Clinic & Office

MYLAPORE, MADRAS-4

Memorable Events:

JAMMI VENKATARAMANAYYA — Born on	3-3-1872
Started Practice	1900
Established Madras Office & Clinic (Mylapore)	1929
Celebrated "SHASHTIABHDAPOORTI"	1932
Awarded Title "Hony. Professor of Child Treatment"	1932
Established Calcutta Office & Clinic (132/1, Harrison Road)	1933
Established Bangalore Office & Clinic (Arcot Srinivasachar Street)	1935
Established Tiruchirapalli Office & Clinic (17, Big Street, Teppakulam)	1936
Established Lucknow Office & Clinic (Jadunath Sanyal Road)	1938
Awarded Title "SISUVAIDYANISHNATA"	1938
Died on	14-6-1939
Jammi Venkataramanayya's Business— Styled "JAMMI VENKATARAMANAYYA & SONS"....	1939
Established Bombay Office & Clinic (Parekh Mansion, Sandhurst Road West)	1940
Established Vizayavada Office & Clinic (Gandhi Nagar)	1941
Established Kumbakonam Office & Clinic (Big Street)	1942
Established Nagpur Office & Clinic (273, Mohan Nagar)	1948
Inauguration of "JAMMI PHARMACEUTICAL FACTORY" on	27-12-1949

Mr. President, Hon'ble Minister, Ladies & Gentlemen,

Permit us to offer you all our thanks for having accepted our invitation and graced this happy function with your presence despite your many engagements.

To-day indeed is a happy occasion and a proud one too, in that it marks not only another milestone in our road to progress along lines of modern development, but also the fulfilment of our father's plans.

While we grieve that our beloved father is not physically present here on this occasion, we take solace and inspiration from the presence of Dr. T. S. Tirumurti to-day, who is to a large extent responsible for what we are to-day in Medical India. We pay our respects to him.

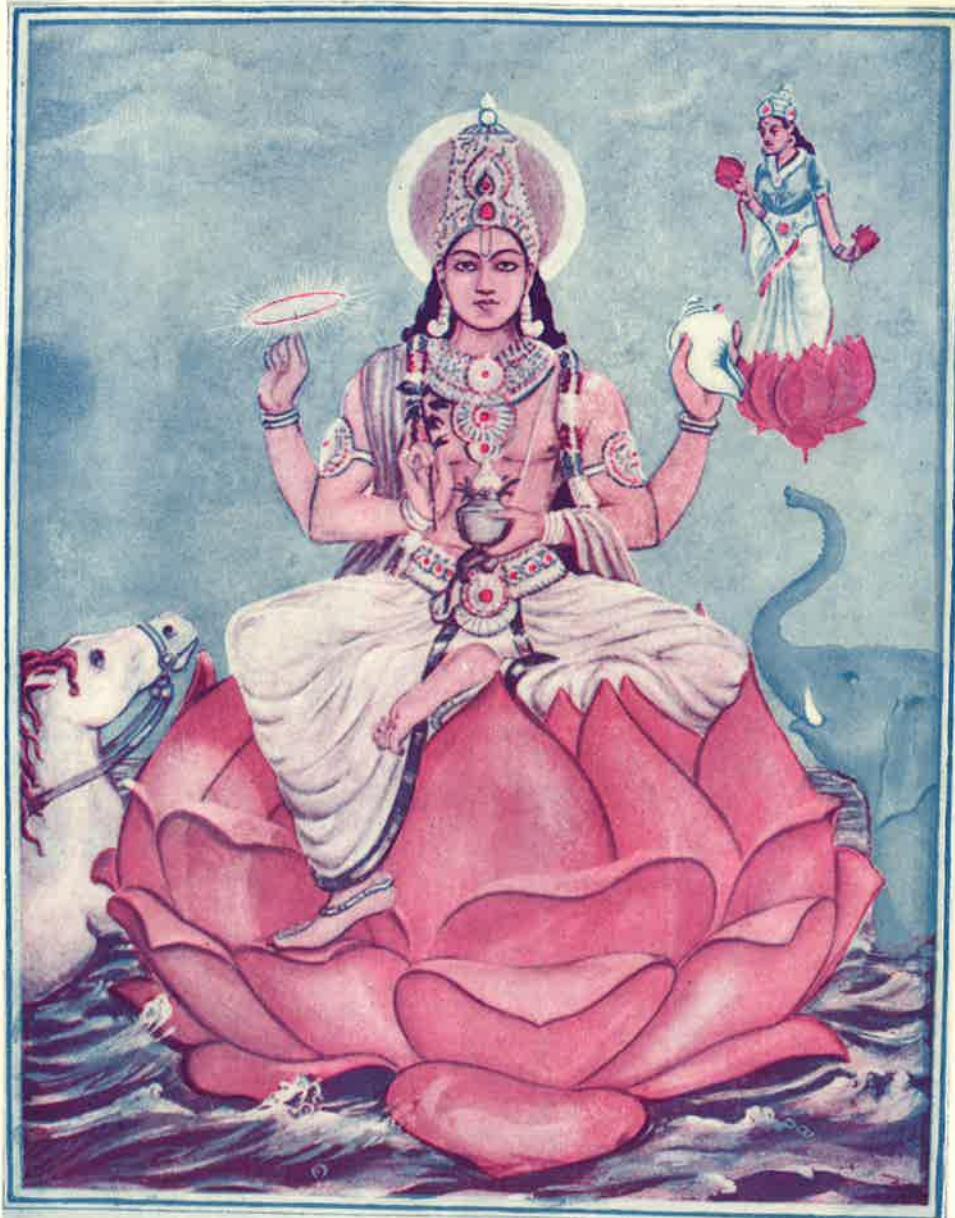
We are very grateful to the Hon'ble Sri M. Bhaktavatsalam, Minister for Public Works, to have kindly accepted our invitation to be here this evening to unveil the portrait of our father, the late JAMMI VENKATARAMANAYYA. In spite of his

multifarious duties he has been pleased to accept our invitation. This shows how kindly disposed he is towards us.

His entry into public service as one of the leaders of the Congress Party and the great sacrifices he has made, along with other leaders in the achievement of SWARAJ for our country, are well-known. His great popularity is evidenced by the fact that his services were considered indispensable as a Minister in the last Congress Ministry as well as in the present one.

As the Minister for the Public Works Department in our Province for sometime, he is doing yeomen service to solve the Food Problem, which is the most important problem facing us at present, by the introduction of many Irrigation Schemes. Posterity will be ever grateful to him for the great Irrigation Projects, which he has sponsored viz, Thungabhadra, Ramapadasagar and other Projects. We have no doubt that when these Projects are completed our Province would have solved not only the Food Problem but also rank high in the industrial progress of our country. His services and sacrifices at the call of the Nation and his high sense of public duty are worthy of emulation.

We take this opportunity of mentioning that, so far as we are concerned, he has taken interest in our welfare, as we came to know him, when we had opportunities to treat some children with



प्रत्येक उम्मीदवारी द्वारा अस्तीति देवी
गमिता न्यूनतम् अनुभव अनुभव अनुभव
विभावाः अनुभव अनुभव अनुभव अनुभव
किम् भी बुरिते छिन्नम् भावात् अनुभव अनुभव

Research Dept.
College of Indian Medicine, Madras

success among the circle of his family relations. He has known our father well, having come into contact with him in his professional capacity. It is, therefore, our earnest wish that he should do us the honour of unveiling our father's portrait. We hope that he will continue to take interest in our progress and in the future of this Factory. It is well-known that he has no prejudices against any System of Medicine, so long as it benefits suffering humanity.

We thank him most cordially for giving us the pleasure of his company this evening and for graciously accepting to unveil the portrait of our father.

Our father's humble start, nearly 50 years ago as an Ayurvedic Medical Practitioner at Vizianagram, did not presage the present development and fame which the remedy holds now in the medical field. That was mainly due to the specialisation in children's diseases and the researches he carried in them, particularly in LIVER & SPLEEN diseases, and the response they showed to his remedies at various stages of their development.

His fame in successfully handling even extremely advanced cases, gradually spread from district to district and province to province and obtained recognition all over India in an ever widening circle and necessitated the shifting of his centre of activities to Madras.

With the treatment becoming more popular and in regular use by thousands all over India, the need for the products increased. To conform with the modern changes and to regularise and facilitate easy administration and present the remedies in correct dosages, he planned change of form of the medicines into tablets and conceived the idea of establishing a modern factory here, for conducting all our operations under modern hygienic and ideal conditions. With that object in view he purchased the present site even as early as 1938, but his ideas could not be given effect to then for various reasons beyond our control. That is the justification for the erection of this modern factory here and its inauguration to-day to fulfil his wishes.

The spirit of our father, we firmly believe, is with us at this moment, and we can offer it no better oblation than by giving a brief biography of him.

Our father, late Sri JAMMI VENKATARAMANAYYA GARU, was the second child of Sri Jammi Narasimhacharlu Garu and Lakshmi Bai Amma Garu and was born at the village of Sitampuram near Vizianagram in Vizag. Dist., in the year Prajotpatti, 1872 on Sunday 3rd March, Magha Bahula Ashtami, in Jeshta Nakshatra. He has two younger brothers, Sri Narasimham and Sri Vyasarao.



SRI JAMMI VENKATARAMANAYYA



Srimathi Jammi Thimmayamma
Wife of Sri Jammi Venkataramanayya

JAMMI is the surname of a modest Madhwa brahmin family which was noted for many generations past for its piety and learning in Sanskrit and Ayurveda and was held in great esteem for its orthodox way of living and upright character.

At the tender age of 8 years he had the misfortune to loose his father, and from that time onwards the burden of the family was borne by his brave mother Lakshmi Bai Amma, till he grew up and took over the family responsibilities. Till then, and even for a few years after, the credit for taking care of the family and the bringing up of the brothers is due to his uncle, late Sri Kavilige Srinivasarao Pantulu Garu, a leading lawyer of Vizianagaram city.

Our father was initiated into ayurveda by his paternal uncle, Sri Kaluri Annayyacharlu Garu, known for his erudition. He received further training at the hands of Sri Vadlamani Suryanarayana Sastri Garu, a famous ayurvedic physician of Vizianagaram. Impressed by his eagerness to learn and capacity to understand, Sri Suryanarayana Sastri Garu extended his encouragement and assistance in every way.

FAMILY: He married Srimathi Venkubai Amma of Dhanvada family in his 18th year, and had a daughter and son by her. He lost his first wife in his 32nd year, and he married

Srimathi Thimmayamma of Rachuri family and had two sons by her.

Our father gradually made a name for himself, not only for his proficiency but also for the personal interest that he evinced in his patients, and he was popularly known as JAMMULU GARU throughout the northern circars by his surname. As his practice grew, more and more children came under his treatment. The natural inability of the children to express their sufferings during their illness, combined with the belief of Godliness in them owing to their innocence and purity of heart, brought out a responding chord of sympathy and love in JAMMULUGARU, which gradually led him to pay more and more attention to children's ailments. His searching quest for an understanding of children's diseases and their treatment, and the growing success of his art and practice in this special line, so completely obsessed him that he gave up his general practice and confined it to the treatment of children's diseases. His cultural heritage, backed by his simple and pious living, seems to have made him so much of a child in his innocence and so much of a sage in his understanding, that children responded to his treatment as if by magic.

Among the children's diseases, his attention was focussed on the incidence of "UDARAROGAMS" and more particularly the

LIVER & SPLEEN DISEASES, these being of frequent occurrence amongst the cases brought under his observation. While the subject was treated only lightly in Ayurveda, its high rate of incidence amongst the children and its inevitably unfavourable prognosis at advanced stages led to his undertaking of a systematic investigation of the reasons for and the treatment of this disease. His concentrated probing into this special subject gradually yielded him a method of treatment by which the dread diseases could be brought under check. His diagnosis of the disease, dietetic regulations, and special treatment were so successful that he began to restrict his practice to the children's diseases, particularly abdominal diseases only.

It was at this stage that his practice began to grow out of the narrow confines of his own town. Child patients from near and far were brought under his treatment, and his professional services were eagerly sought after.

An important landmark in our father's popularity as a physician of children's diseases was the case of a child of Sri Suryarao Naidu Garu of Vizag, which was diagnosed by the eminent physicians of the locality as Cirrhosis of the Liver at an advanced stage with a definitely unfavourable prognosis. Sri Suryarao Naidu sought our father's help, and his child was successfully treated. In

token of his esteem, Sri Suryarao presented a set of Gold Thodas to our father.

At this time, it so chanced that a child of Dr. Sadasivarao, Eye Specialist of King George Hospital, Vizag, was suffering from this disease. The stage was acute and all the available medical skill, even from Calcutta, could bring neither relief nor hope. Having casually heard from Sri Suryarao Naidu of our father's successful handling of his child's bad case, Dr. Sadasiva Rao consulted our father and placed his child unreservedly under his treatment. After careful handling for some months, the patient got round, improved and was finally cured.

Rao Bahadur Dr. T. S. Tirumurti, B.A., M.B. & C.M., D.T.M & H., (London), retired Principal, Stanley Medical College, Madras, who was then in Vizag and followed the case with interest, was greatly impressed. Having been a well-known physician at many of the important hospitals in the Madras Presidency, he was alive to the fact that the allopathic system of medicine did not offer any tangible relief in cases of Infantile Cirrhosis of the Liver, and his new-born faith in the efficacy of the special treatment by Sri Jammi Venkataramanayya Garu to tackle this dread disease, made him a keen observer of a good many similar cases to satisfy himself that the treatment was equally effective in the generality of



Jammi Lakshmi Bai Amma Garu
Mother of Jammi Venkataramanayya



J. V. Badarinarayana - J. B. L. Narasimham - J. L. Narasimham
Sons of Jammi Venkataramanayya



The Hon'ble Sri M. Bhaktavatsalam
Minister for Public Works, Govt. of Madras.



Rao Bahadur Dr. T. S. Tirumurti, B.A., M.B. & C.M., D.T.M. & H. (Lond.)
Retd. Principal, Stanley Medical College, Madras.

cases. He became so firmly convinced in the treatment that when in 1922 he came across a patient with Infantile Cirrhosis of the Liver in an advanced condition, and which baffled treatment by the best medical men at Madras, he suggested the personal treatment by Dr. Jammi of Vizianagram. This suggestion was acted upon and though the prognosis of the case was extremely bad at that time, by God's Grace, the child recovered after treatment for some months. He is now hale and healthy and is the third son of Rao Saheb Sri A. K. Ranganatha Iyer.

We would be failing in our duty if we do not mention the magnificent help and co-operation extended to our father by Rao Saheb Sri A. K. Ranganatha Iyer. During all these months of treatment, which necessitated our father's frequent visits to Madras and stay for one or two weeks each time, Sri A. K. Ranganatha Iyer was most anxious that as many children as possible should benefit from our father's personal handling, and did all in his power to publicise his stay with him as his guest and to invite consultations. The response to this was so great that he and other well-wishers like Dr. T. S. Tirumurti warmly advocated our father's permanent shifting of headquarters to Madras. For various reasons this could not be given effect to till 10—6—1929, Jyashta Bahula Dasami in the telugu year Sukla.

He attained his 60th year on 29-2-1932, and at the insistence of his family and friends, celebrated his SHASHTI-ABDAPOORTHI in his own house at No. 8. Salai Street, Mylapore, Madras, which was largely attended by Hon. Ministers, leading members of the Medical and Legal professions, Poets, Scholars, and Pandits from all over the Presidency.

The fame of Jammi Venkataramanayya Garu and his remedy gradually spread to the other provinces. Demands for the treatment were increasing in Bengal, where this disease is largely prevalent, and, at the insistence of several doctors, friends and patients in Calcutta to make his special services available at close quarters, our father opened his first branch in Calcutta in November 1933 and placed his eldest son in its charge.

With the increasing demand for his treatment in Mysore State and Kanara Districts, his personal services were frequently requisitioned in these areas, and, in response to the wishes of the patients and customers there, he opened a branch in Bangalore in 1935.

During the later part of 1935, he suffered from Mastoiditis, for which he was successfully operated by Dr. P. V. Cherian, E. N. T. Specialist, now Mayor of the Madras Corporation, ably assisted by Drs. L. V. Srinivasan and G. R. Narayanaswami. We



Sri Kaluri Annayyacharlu Garu
Paternal uncle of Jammi Venkataramanayya



Sri Kavilige Srinivasa Rao Pantulu Garu
Uncle of Jammi Venkataramanayya

should here record our grateful thanks to them for their kind attention, which enabled him to make a speedy recovery and return to normal health.

Despite his presence at Madras, the growing needs of the increasing number of patients in the Tamil Nad necessitated the opening of a branch and clinic at Tiruchirapalli in June, 1936.

Immediately after complete recovery, our father set out on a pilgrimage to North India, where his fame had preceded him as a result of the activities of the Calcutta branch. At every place he visited, he was warmly welcomed ; his services were utilised ; presents were showered upon him ; the desire of the people that he should extend his services to North India also through a Clinical Centre was expressed so strongly that the Lucknow branch had to be opened in the year 1938.

With the daily and increasing demand for the medicines, he realised that the issue of them in powder form was not conducive to the administration of the correct dose at all times, and that it involved a waste of avoidable human effort. He therefore visualised the need to supply his medicines in tablet form. To this end, he purchased this site at Kodambakam in 1938, for constructing the factory and housing the staff.

The disease is prevalent in the Bombay Presidency and the

popularity of the remedies increased there also. Demand for his services through a Clinical Centre in Bombay was so insistant and great that he decided to open a branch in 1939, but this could not be achieved then.

Our father had an attack of carbuncle on his back in May, 1939 and despite our best efforts and the best medical aid, he passed away for his eternal rest in his 67th year, at 7-5 A.M., on Jyashta Bahula Dwadasi day (14—6—1939), leaving behind him his widow, a daughter, three sons, and a host of relatives, friends, admirers and staff and grateful clientele to mourn deeply his loss.

During all these years, though riches, position and reputation literally poured on him, he led a simple life, loving and being loved by his family, friends and patients. He was always helpful to the needy and the poor. He was orthodox to a high degree, scrupulously observing religious rites and was particular in his attendance at philosophical discourses at Uttaradi Mutt etc., participating actively in religious observances. His charity, philanthropy and philosophy were scrupulously kept hidden from public gaze.

Various were the honours conferred on him, such as, "Sisuvaidya Nishnata" and "Hony. Professor of Child Treatment." At the various medical and other exhibitions held, Gold Medals and First Class Certificates were issued in recognition of the efficiency of his products.

The death of our father imposed the greatest stress and strain on our ability to carry on the business, which he so gloriously built up and developed. We had been his close and active associates during the last 10 years before his death and we were not only the privileged recipients of his theoretical and practical training, but were working in direct collaboration with him in addition to representing him practically all over the country. Our attempts, as his sons and successors, therefore, at this critical juncture to retain the goodwill and increase the confidence of the vast circle of friends, the medical profession and customers in our ability to carry on the noble mission of our father to alleviate the unexpressed suffering of children, met with such generous and large response that we have been emboldened to carry on to fruition the plans laid out by our father.

The opening of the Bombay branch, which had to be unavoidably postponed in 1939, owing to the demise of our father, was proceeded with in November, 1940.

A branch in Bezwada, to suit the convenience of our customers in the Andhra Desa and the Hyderabad State, was opened in 1941.

The year 1942 was eventful. We had to shift our Headquarters to Kumbakonam, owing to the evacuation of Madras by

Government offices and business firms and a large number of residents. The strain of shifting was forgotten, when it was realised that our personal services were eagerly welcomed and largely availed of in that city and its environs. We reshifted our headquarters to Madras in 1945, but the insistence of the customers was so great that we retained our office at Kumbakonam permanently as a branch.

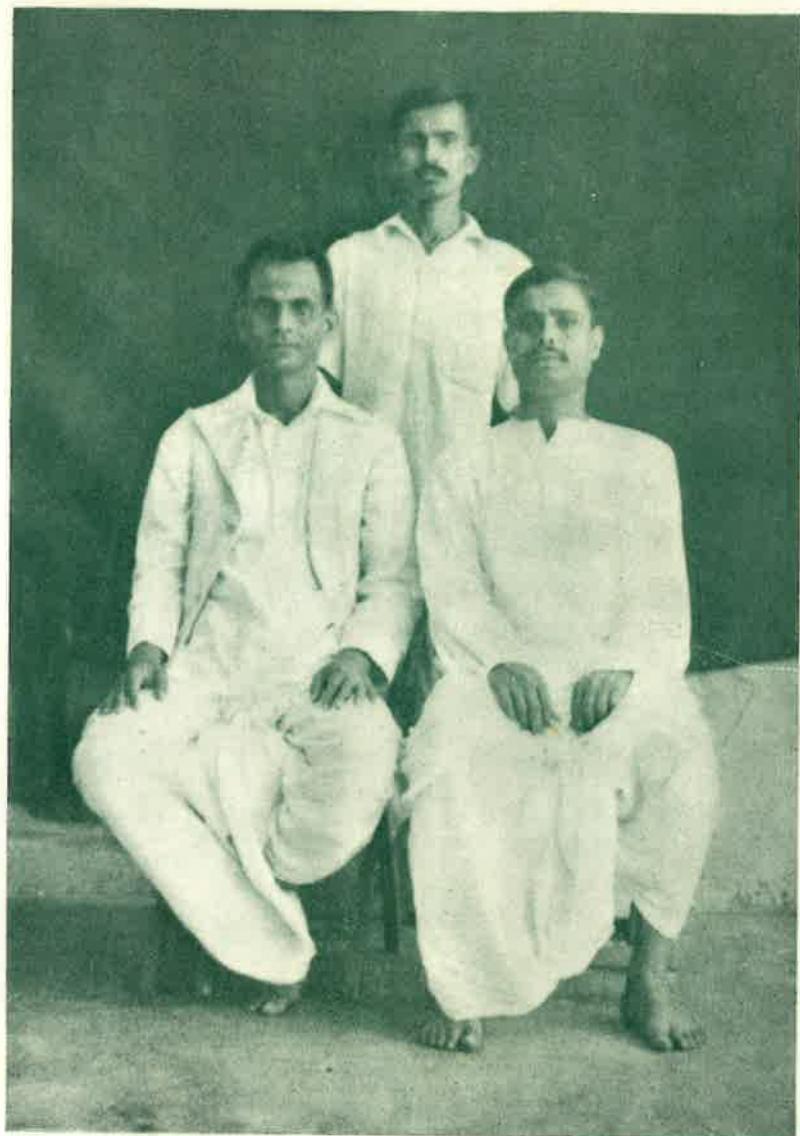
With branches dotted round the periphery of India, Central India appeared neglected, and, in response to the wishes of agents and customers, we opened a branch at Nagpur in Feb. 1948.

We set about giving a concrete shape to the idea of building up a factory to issue the medicines in tablet form. Though suitable machinery was carefully selected and ordered in Dec. 1946, it was not possible, owing to import and other restrictions, to obtain delivery of the same from Liverpool till early this year.

The issue of the products in the tablet form, which we are commencing regularly from now, even though sanctified by the approval of our father before his death, was made conditional upon a thorough and protracted experimentation on patients under our personal supervision. The various improvements suggested by our father for incorporation in the tablet form, when standardised, were faithfully carried out using manual tablet machinery, and



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Jammi Venkataramanayya & Sons: Madras Office Staff



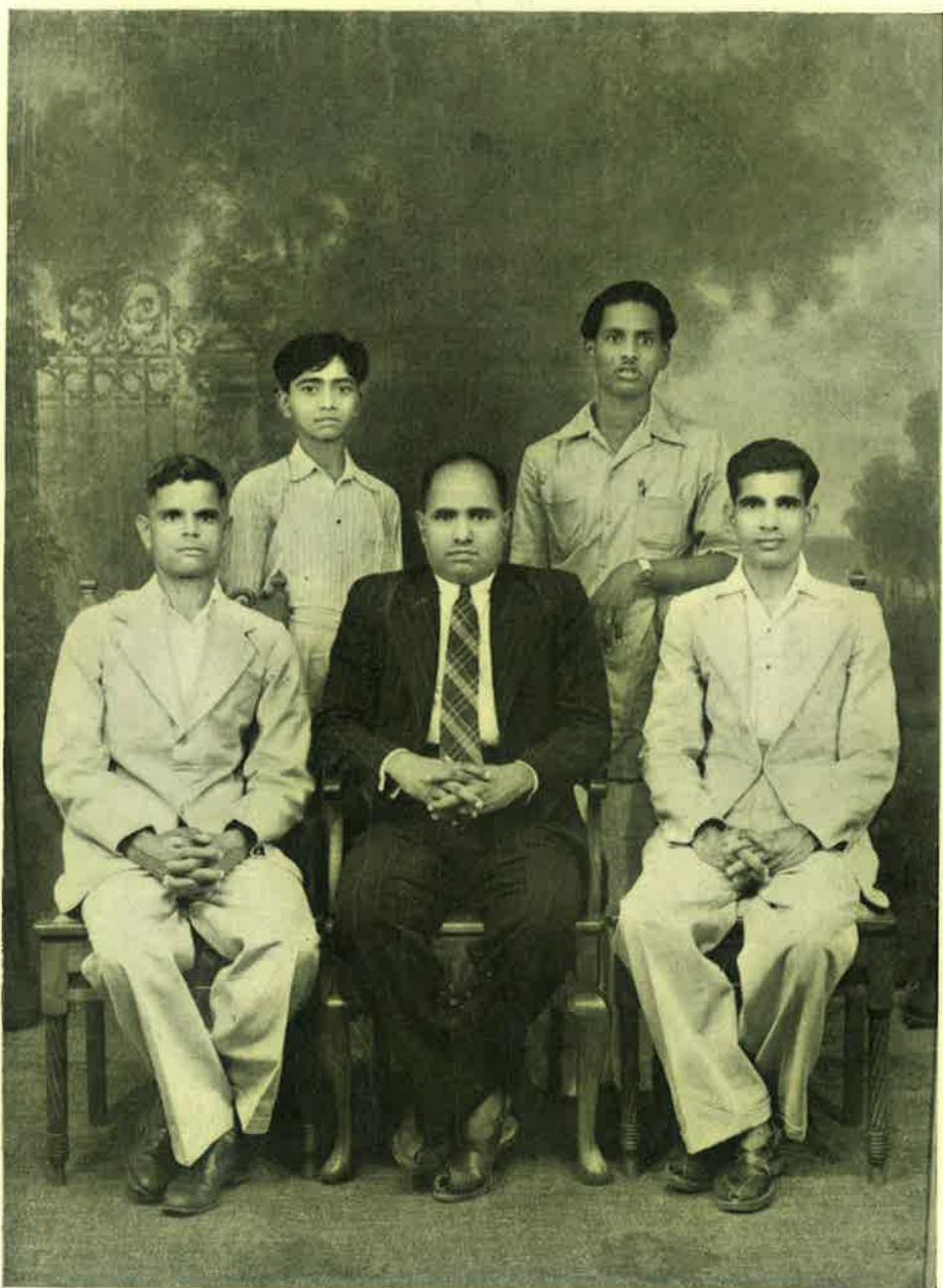
Doctor & Staff: Vizianagram Office



Doctor & Staff: Nagpur Office



Doctor & Staff: Calcutta Office



Doctor & Staff: Bangalore Office

these tablets were tried on several hundreds of cases under our personal observation in various places and at different clinics for over three years. Their issue recorded such general satisfaction and popularity that patients that used them once preferred to await their availability, whenever they happened to be out of stock, rather than accept the alternative powder form. It was this unambiguous faith evinced by the users, that emboldened us to change the form of issue into tablets.

We take this happy opportunity to reiterate our gratefulness to the medical profession, customers, patrons and well-wishers, who have been solely instrumental in enabling us to extend our field of activity and service to the present proportions and to assure them of our wholehearted services to the alleviation of suffering of the children, afflicted with the diseases in which we have specialised.

We would be failing in our duty if we do not express our thanks for the untiring care and solicitude of the Architect of the buildings, Mr. C. R. Narayana Rao, B.E., A.M.I.E., chartered engineer (Ind.), our general contractors, Messrs. C. Srinivasan & C. Nataraja Sastriar; our fabricators; Messrs. Chitram & Co, and finally Mr. A. G. Meek, manager, Messrs. Kilburn & Co., Ltd., Madras Branch, and their staff, who arranged for the supply of the machinery.

Invoking the Blessings of God on us to give us the necessary insight, courage and strength to carry on the mission of our father, and thanking you all once more for your hearty response to our invitation, we request the president to perform the Opening ceremony of the Factory and Buildings and our Hon'ble Minister to unveil the Portrait.

JAMMI LAKSHMINARASIMHAM

JAMMI VENKATA BADARINARAYANA

JAMMI BUTCHI LAKSHMINARASIMHAM

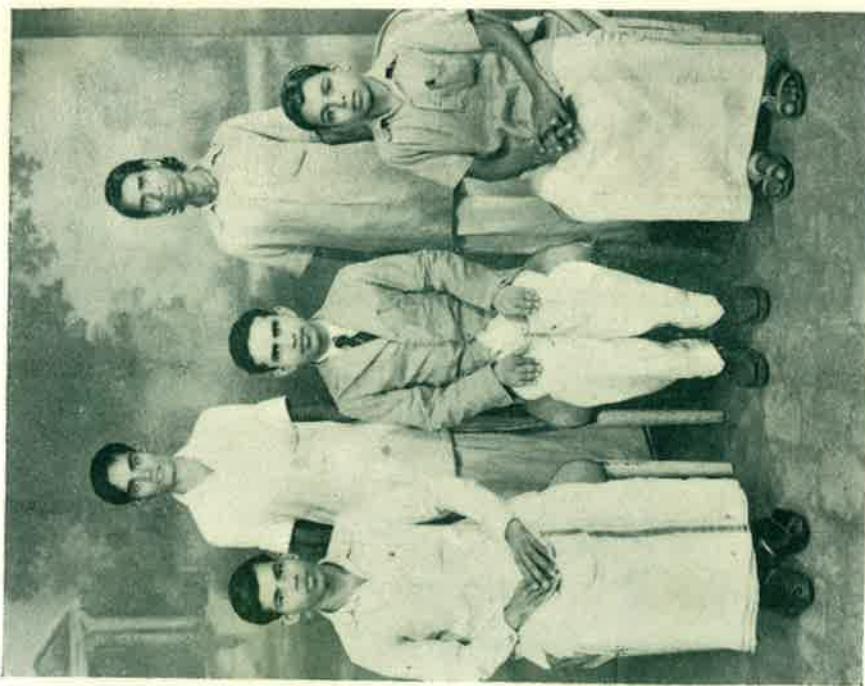
Sons of Jammi Venkataramanayya



Doctors & Staff: Lucknow Office



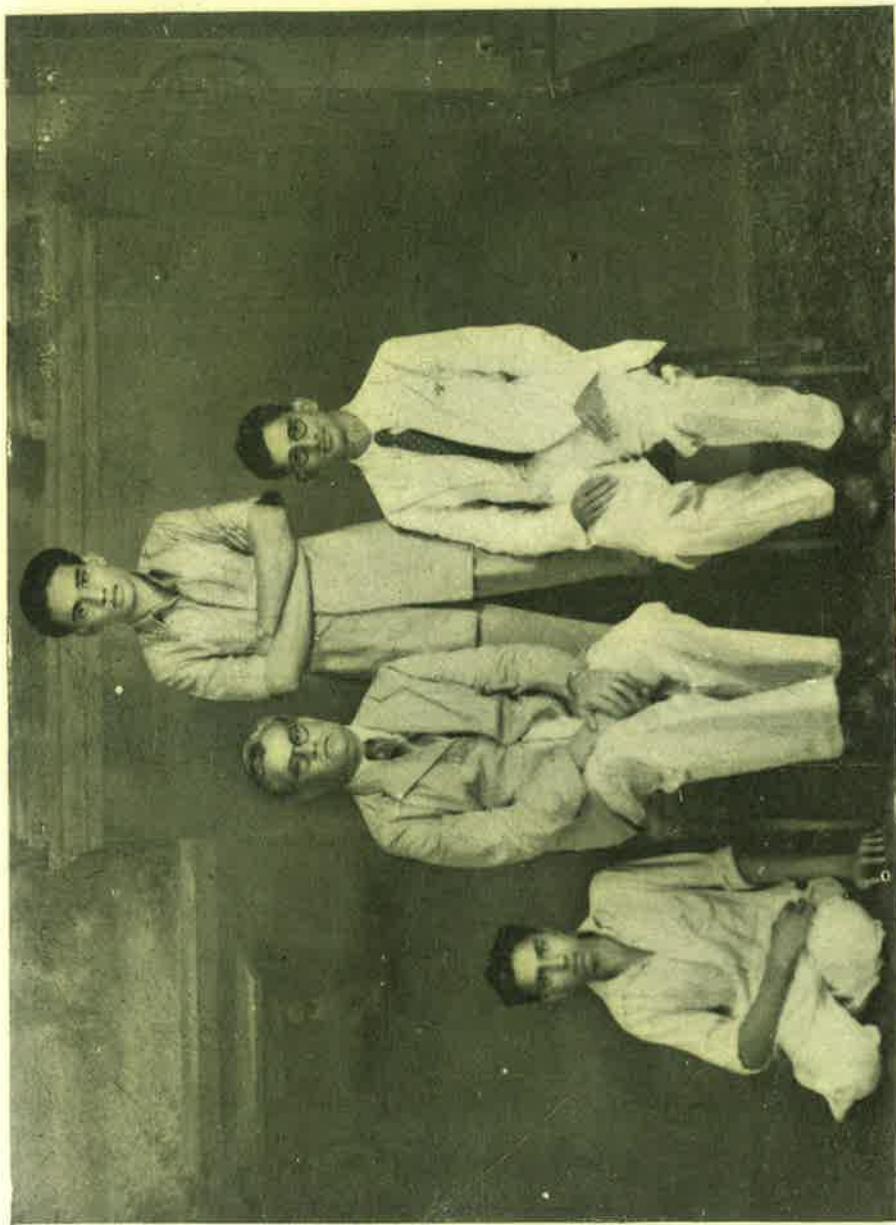
Doctor & Staff: Tiruchirapalli Office



Doctor & Staff: Kumbakonam Office



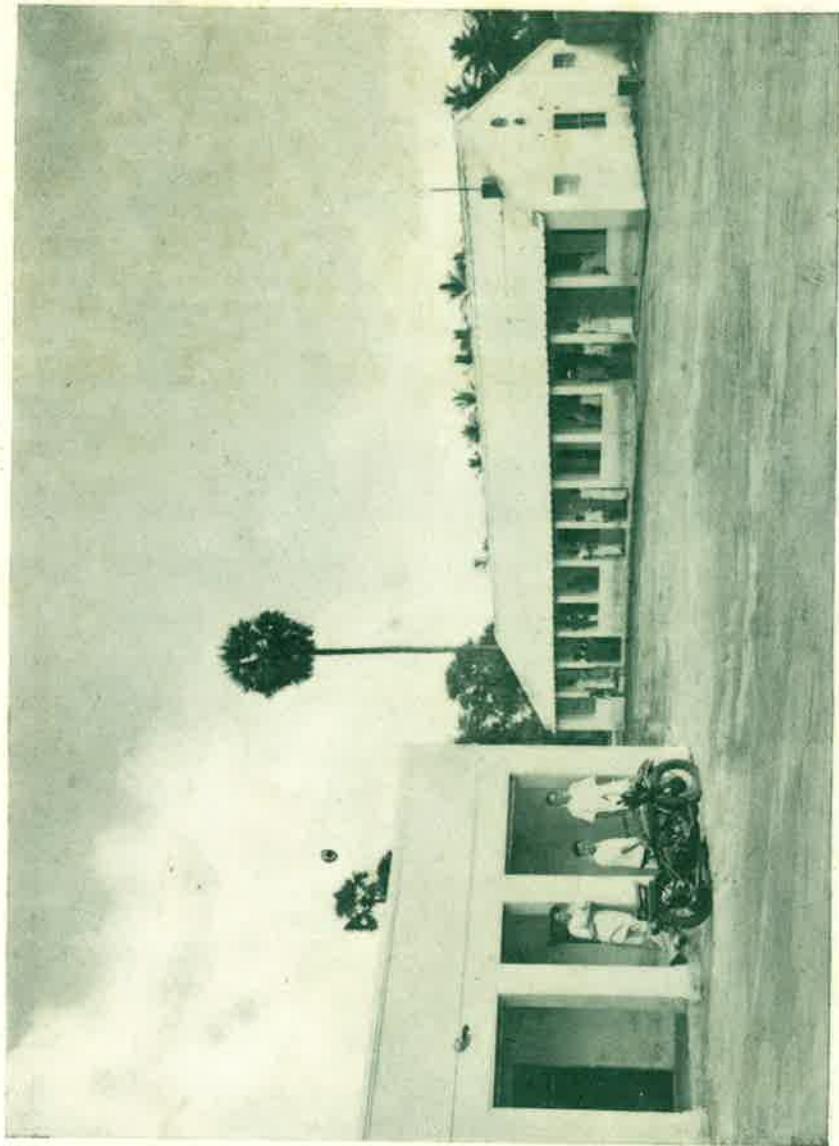
Doctor: Vijayawada Office



Doctor & Staff: Bombay Office



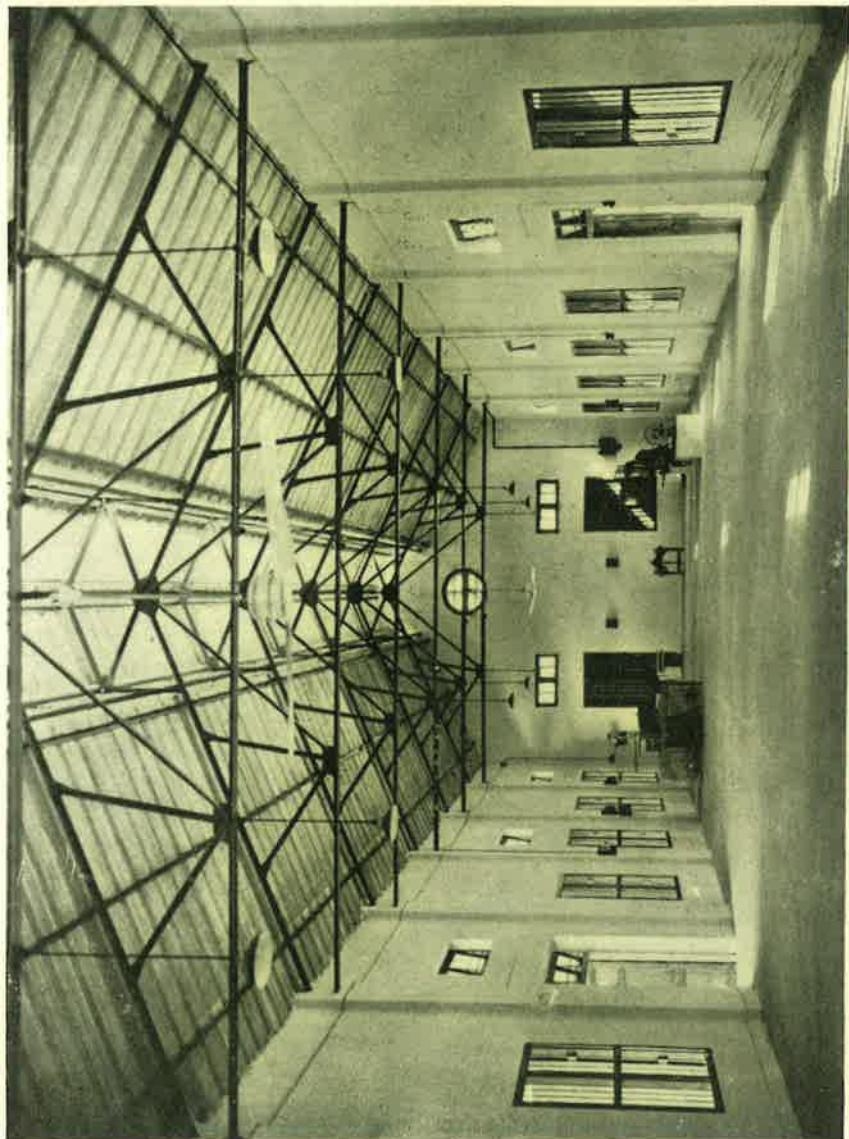
Exterior View of the Factory Main Building



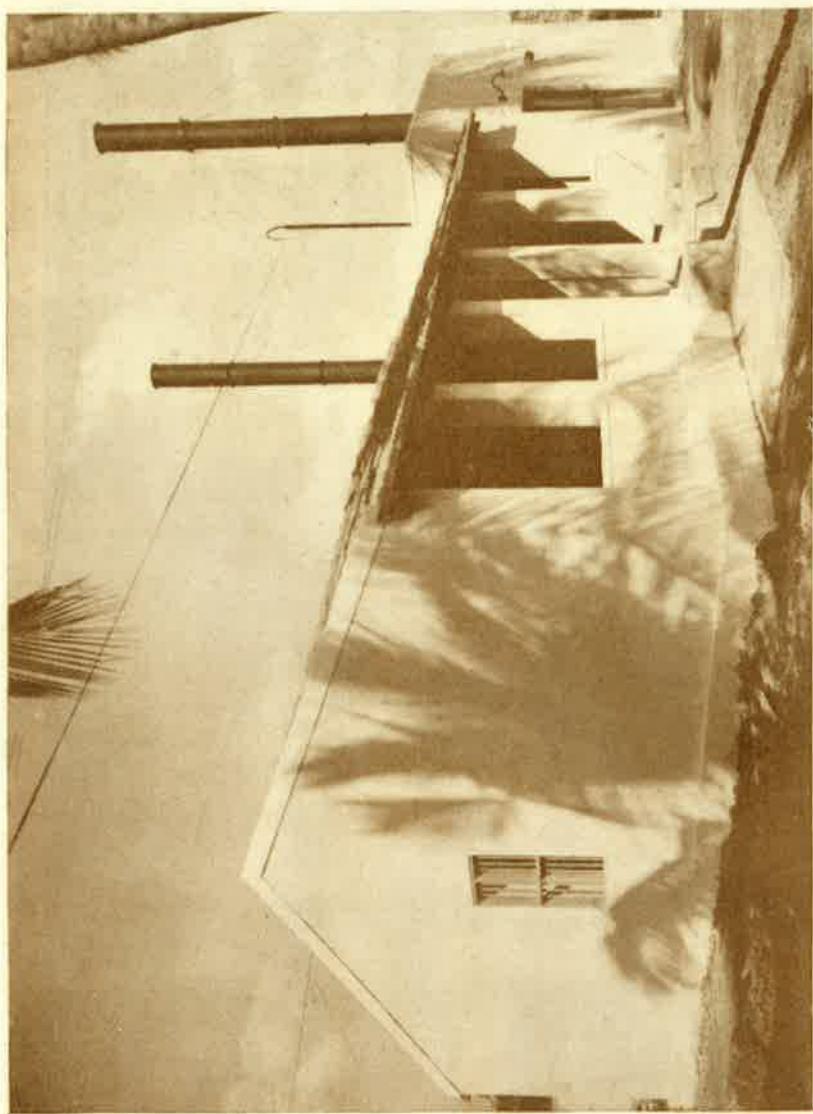
Some of the Staff Quarters



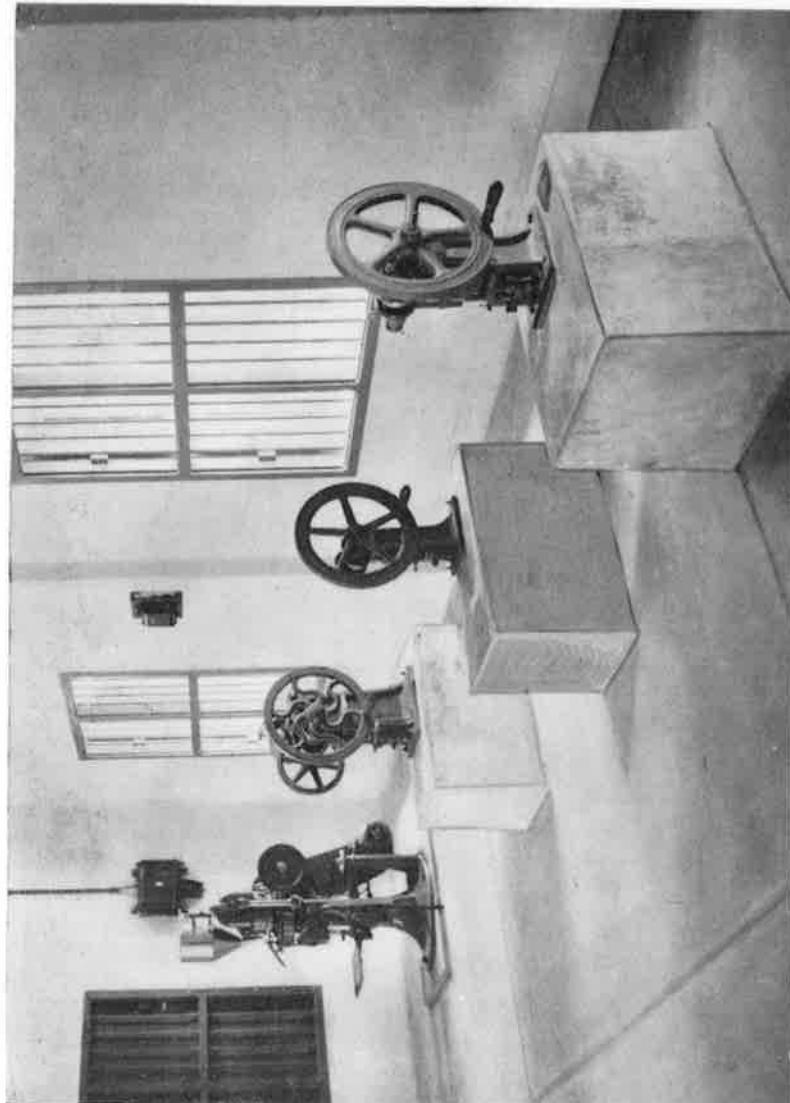
Part of the Machinery Section



Interior View of the Factory



A View of the Factory Furnaces



Part of the Machinery Section

Jammi's LIVER CURE

"Simple" & "Complex"



In Tablet form
& New Packing