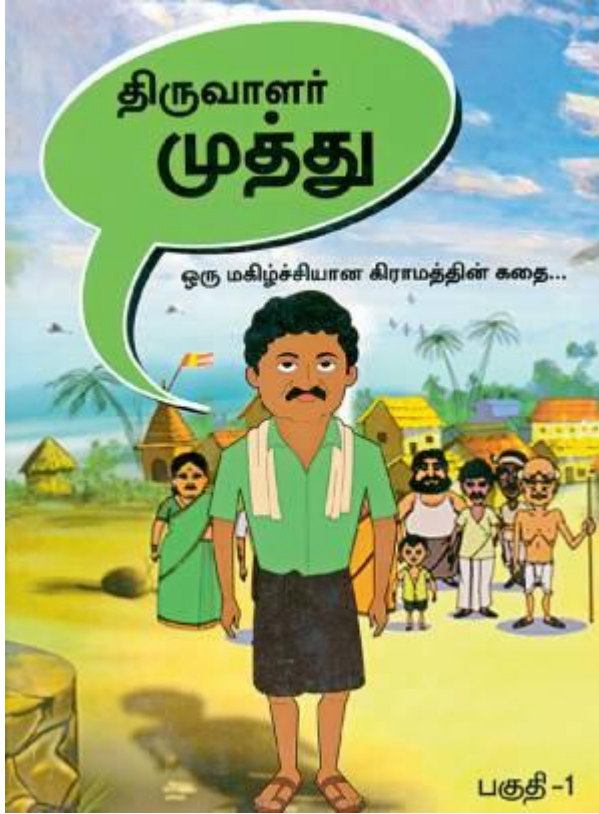


Mr Muthu to N-lighten Koodankulam plant locals



Nuclear Power Corporation of India Limited (NPCIL) has roped in 'Mr Muthu' to create awareness among and allay fears of people staying around Koodankulam Nuclear Power Project (KKNPP).

'Mr Muthu' is a mascot, possibly inspired by a famous movie character played by superstar Rajinikanth.

N. Nagaich, executive director (corporate planning and corporate communication), NPCIL, told *DC* on phone from Mumbai Friday all developments in the country were for "people's welfare and as a government organisation we have the responsibility to fulfil people's dreams".

"We want to address people's genuine apprehensions about nuclear power, for which we published literature and one such is a comic with the character 'Mr Muthu'." Mr Nagaich, however, denied 'Mr Muthu' was a movie

character. "Muthu is a common name in TN villages. The Hindi version of Mr Muthu has been named Mr Budhiya, a villager with a lot of doubts and apprehensions about nuclear power. This simple comic series has been made in seven languages, including English, Telugu, Bengali, Kannada and Gujarati," he said. NPCIL has also launched a series of radio and TV campaigns. "We will soon start a nationwide campaign to screen one-reelers in cinema halls listing advantages of nuclear power and its need in the long run.

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