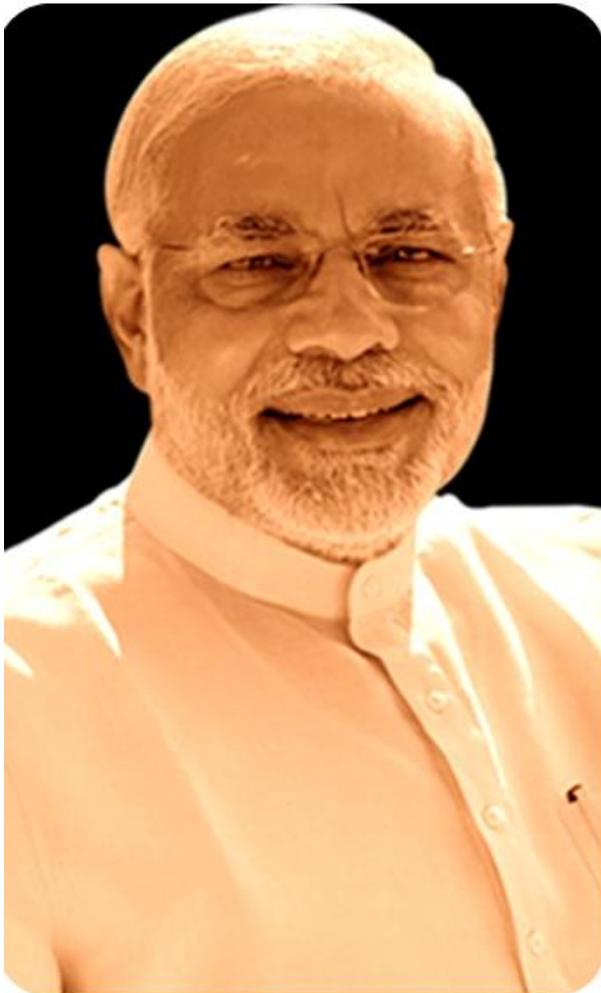


PR SENSE

Spreading Positive Vibrations

Issue No 69 – Dec 2012
Published by Prime Point Foundation

Man of the month



Narendra Modi
Chief Minister, Gujarat

In this Issue:

- P2 Crime Against women
- P3 Dr Kalam's Quotes
- P4 Cover Story on Narendra Modi
- P6 Ancient Indian Wisdom
- P7 Parliament Attack
- P9 From the Archives
- P10 PRince Toon
- P11 Social Issue
- P12 Ignited Minds – Arjun Ram Meghwal
- P13 Controversy - Kamal Hassan

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From the Desk of Editor-in-Chief

On behalf of the Editorial team, I extend warm New Year greetings to all our readers. We hope 2013 will be a rewarding year for the nation.



In this edition, we have featured Narendra Modi, who was recently crowned for the fourth time as Chief Minister, as the Man of the Month.

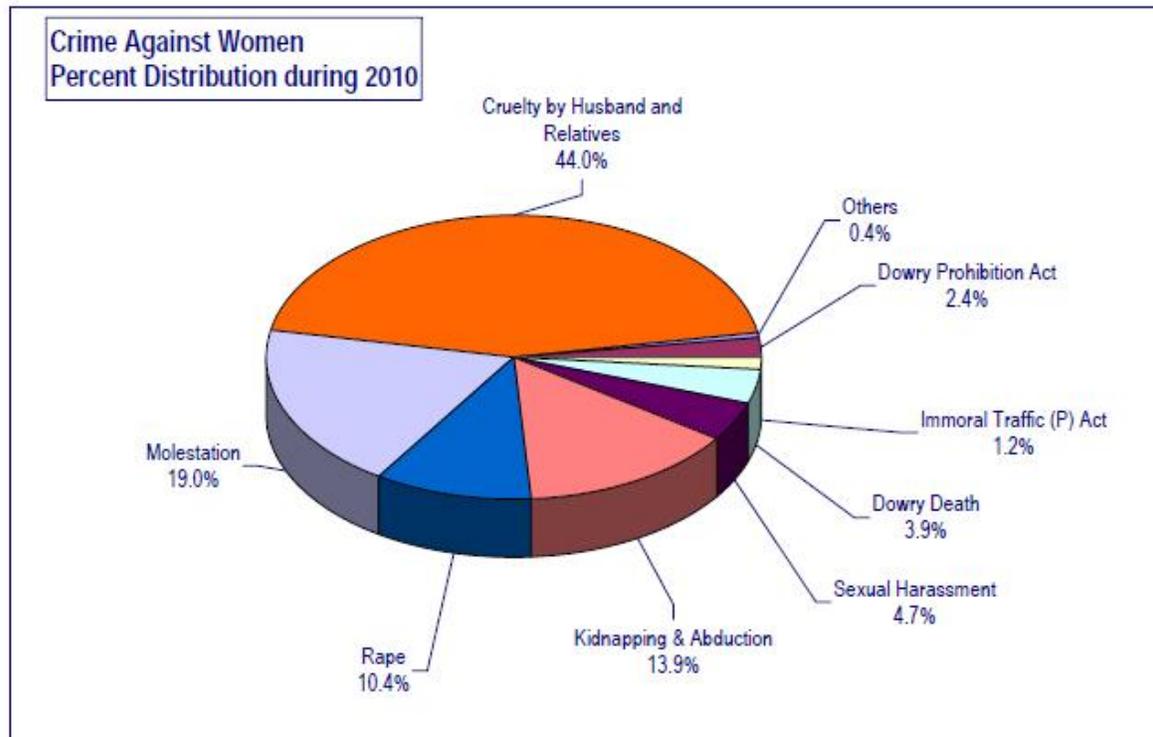
The recent Delhi gang-rape has triggered a national debate on the safety of women. We have briefly discussed the trend of crime against women in India.

Recently, actor Kamal Hassan has announced that his new film, Viswaroopam would be released through DTH. This is the first of its kind in the world. We have also detailed the controversy surrounding this announcement.

We also have more articles on varied topics. We hope you will continue to enjoy this edition. Please feel free to send us your feedback.

K. Srinivasan

Crime against women – distribution of various categories (Please read the article under Social issues)



Source: National Crime Research Bureau, Govt. of India

Inspiring Quote from the Speech of Dr Abdul Kalam

“Media research is needed to be more authentic”



MCN University of Journalism and communication should have very important mission in Indian journalism that will transform into mostly report researched flow of information, not as it is from media Headquarters and foreign sources. For such a mission, University on Journalism should have capacity research in multiple field, so that importance of research in journalism can be imparted to the state and centre by print media and electronic media. That means, PG and Ph.D level intensive research in journalism is very vital. Wherever I go and address the media in the country, I tell the editors, it is very important that some of the journalists and editors spend certain useful time in the university campuses which has got research environment and get qualified in research. This will make the journalist more authentic and nationally purposeful. The message is, information and messages will not be borrowed as it is from the national and international news agencies.

For example, before certain issues are discussed in foreign newspapers, they send it to an internal research group where the data is studied; verified and factual news is generated and sent for publication. When there was a critical comment about outsourcing to India, a US journalist stayed in India and studied the issue and found out that the companies engaged in

Business Process Outsourcing (BPOs) were carrying out business where 90% of the equipments were imported from USA and Europe. Thus, they found that the BPO industries provided an indirect market for the hardware industries of the USA and Europe. Immediately this was reported in the Indian media in a big way as it is, as reported in foreign press. Similarly a Discovery Channel media person wanted to study India's growth in Information Technology; Thomas Friedman came to India and stayed for a month and visited Bangalore and other places. Based on his news analysis he wrote a book titled "The World is Flat". This book has become famous not only in India but throughout the world. Such is the power of research. I would suggest the MCNU of Journalism and Communication become the important research centre for the state media for journalism in the country in the specific areas.

Extract from the speech to the Students of Journalism and Communication At the Makhanlal Chaturvedi University of Journalism and Communication, Bhopal, source www.abdulkalam.com

Inspiring interview with a top performing MP Mr Arjun Ram Meghwal (Bikanir, Rajasthan)

Mr Arjun Ram Meghwal is one of the top performing parliamentarians of India. Please listen to his inspiring interview on how he does his homework, before he speaks a word in the Lok Sabha. Please also read the article in this edition under the section, Ignited Minds.

<http://youtu.be/CaLwHK6Ipk8>

Cover Story

Systematically most abused and maligned Narendra Modi, crowned for the fourth time

Most maligned Narendra Modi

No other political leader in India in the past has been systematically and viciously maligned as Gujarat Chief Minister, Narendra Modi. His opponents and the media used to abuse him for every small matter.



Even if a street dog died anywhere in Gujarat, the intellectuals used to debate in the screaming national media. It became the fashion of the day to abuse Narendra Modi and get national publicity. This brought Narendra Modi to the centre stage of the nation.

In spite of all the malignment, he has emerged as a strong leader in Gujarat and the Gujarat people have reposed full confidence on him again. His detractors

try to find one reason or other not to accept the verdict of the people. Even Congress is yet to congratulate him for the victory. Instead, they claimed victory for themselves, for reducing 2 seats over those of the 2007 elections. What made Gujaratis repose confidence on him again?

History of communal clashes in Gujarat

The Gujarat people have been experiencing communal riots almost since 1714. Even in the post independence era, thousands of people belonging to different communities were killed in communal clashes. According to Justice Reddy Commission and Justice Davy Commission which examined the communal riots in Gujarat, recorded 2938 instances of communal riots in the 1960s. Though the official death toll in the 1969 riots was reported at 5000, the actual death toll was more than 15,000. 1980s and 1990s also saw a lot of communal clashes resulting in loss of huge human lives and properties. Many parts of Gujarat was under curfew for many days.

2002 Godhra incident

Narendra Modi became the Chief Minister in 2001. The 2002 Godhra incident resulted in the loss of around 1100 lives of both the communities. Due to various criticisms, Narendra Modi dissolved the assembly and faced the elections. In 2002, he secured 127 seats out of 182 seats in the Assembly. In 2007 elections, he secured 117 seats. In the recent 2012 elections, he secured 115 seats.

No communal riots after 2002

After 2002, not a single incidence of communal clashes has been reported in Gujarat till date. Not a single day was under curfew. Although he is considered a tough administrator, he focused on the development of the State, and this resulted in all the communities' getting economic benefit. In the 2012 elections, it is reported that around 25% of the Muslims voted for him.



Immediately after the Godhra incident, under pressure from various Human Rights organisations, he was denied diplomatic visa to visit US and UK. However, he started maintaining good diplomatic relationship with China, Singapore and Japan for the development of Gujarat. A few months ago, after realising the growth of Gujarat and the able governance by Narendra Modi, UK and US have started giving signal for friendship. Even UN has recognised Gujarat for its transparent governance.

Growth Story of Gujarat

Presently, Gujarat holds around 30 per cent of India's stock market capitalisation, contributes 22 per cent of the total exports and about 9.5 per cent of the country's total work force. Gujarat is also a power surplus state, providing electricity even to the villages. The state has registered more than 12% agriculture growth in the last five years against the national average of 2%.

The per capita income at constant prices has shown robust growth in the past five years. There is also a major thrust on infrastructure. The development of ports and port-based investment activity is an instance. There is also a plan for shipbuilding parks along the coastline.

Due to the stability of the Government and a riot-free Gujarat, investors have started preferring to invest in the State. Vibrant Gujarat Global Investors' Summits (VGGIS) of 2007, 2009 and 2011 have attracted investors to sign MoUs for investments exceeding Rs.35 lakh crores.

Mantra of Gujarat – Vikas, Vishwaas & Vijay to create Bhavya and Divya Gujarat

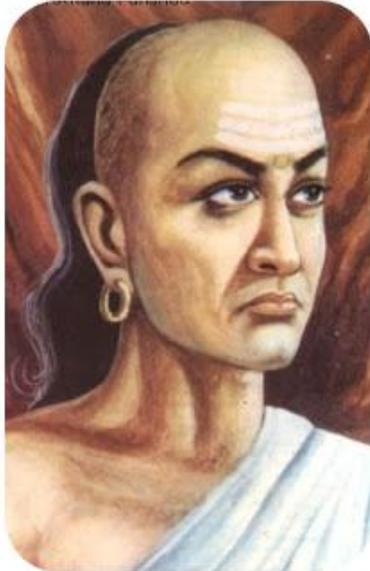
In the words of Narendra Modi "We are marching ahead with the mantra of Vikas, Vishwaas & Vijay...Our vision has been, is and will remain all-round growth to create a Bhavya & Divya Gujarat "

Braving all the challenges and abuses against him, Narendra Modi has victoriously emerged as the leader of Gujarat. In a democracy, everyone should respect the verdict of the people. We have to wait and see whether he will move towards New Delhi too with the same mantra.

Ancient Indian Wisdom

Arthashastra talks about modern day governance mantras, including encryption of communication

Arthashastra, the popular treatise on Indian administration was written by Chanakya, who is also known as Kautilya. This book was written more than 2000 years ago.



Arthashastra is more an Administration Manual for the rulers. Guidelines for administration of a state are not new to India. Even in Ramayana (7000 years back), Rama advises Bharatha about good governance, which is now called 'Rama Rajya'. Even in Mahabaratha, Bhishma at the time of his death, advises Dharmaputra about good governance.

Though Arthashastra dates back to 2000 years, the concepts are relevant even for the modern day governance of the State and the Corporates.

Though there were many references found in the ancient literature, the original palm leaves of Arthashastra were found only 100 years back. Till such time, it was considered as a lost book. In 1911, the curator of the Oriental Research Institute, Sri Shyama Sastri while going through the bundles of palm leaf manuscripts, stumbled upon the full palm leaf manuscripts of Arthashastra.

Megasthenes, a Greek ambassador after Alexander's visit, travelled to India and wrote about Arthashastra in his work Indika and popularised Arthashastra in the Western world.

Arthashastra consists of 15 chapters. These chapters deal with duties of the government, law making, managing war, spying, etc. What is more interesting is that even in those days, Arthashastra talked about land reforms, sustainability and prosperity, which are now considered new-age mantras. Kautilya says that Artha (Sound Economies) is the most important.



In these days of increasing instances of national espionage and usage of cryptography in communication etc. it would be interesting to note that Kautilya who was among the earliest to speak about usage of spies in national security, cryptography in communication, duties of rulers to guard the secrets of the nation and to protect those who give 'information' acting as spies etc.

No wonder the multinationals are now more interested to study Arthashastra and to adopt some of the best practices. (With Input from Mr D K Hari <http://www.bharathgyan.com/> Email:bharathgyan2@gmail.com)

NATIONAL– Remembering historic events

Terrorists attack on Indian Parliament – 13th Dec 2001



Indian Parliament attacked

On December 13, 2001, the Indian Parliament was in its winter session. At 11.30 in the morning, five armed terrorists belonging to Pakistan supported Lashkar-e-Toiba and Jaish-e-Mohammed terrorist groups, drove through the gates of Parliament House in a white Ambassador car, fitted with an Improvised Explosive Device.

When they were challenged, they jumped out of the car and opened fire. In the gun battle that followed, all the attackers were killed. Eight security personnel and a gardener were killed too. 22 people were injured.

The police said that the dead terrorists had enough explosives to blow up the Parliament building, and enough ammunition to take on a whole battalion of soldiers. Unlike most terrorists, these five left behind a thick trail of evidences — weapons, mobile phones, phone numbers, ID cards, photographs, packets of dry fruit, and even a love letter.

There were about 100 Members of Parliament in the building at the time, although none was hurt.



Prime Minister's TV speech



The then Prime Minister, Atal Behari Vajpayee, made a televised address to the nation shortly after the attacks, and was quick to denounce the militants. "This was not just an attack on the building. It was a warning to the entire nation." he said. "We accept the challenge."

Investigations and arrest

On Dec 14 and 15, the investigating agencies, together with the Special

Cell of the Delhi Police, captured four people under the Prevention of Terrorism Act (POTA) that was then in force. They were Afsal Guru, SAR Geelani, a Delhi University professor, Navjot, also known as Afsan, and her husband, Shaukat Hussain Guru.

Geelani and Afsan were let off and Shaukat Hussain Guru's death sentence was reduced to 10 years' imprisonment and he is now out of jail.

Death sentence to Afzal Guru

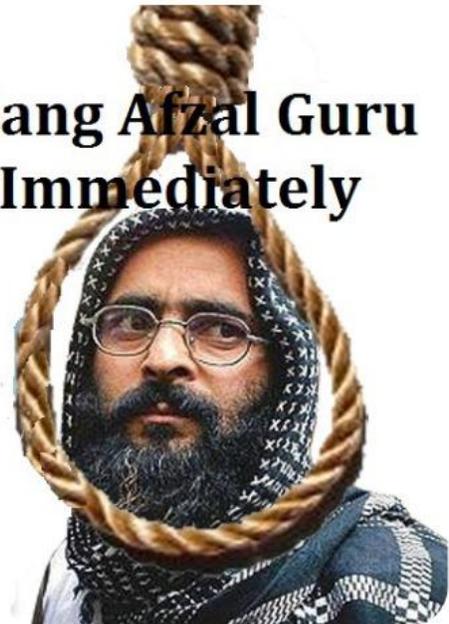
Afzal Guru was sentenced to death on Dec 18, 2002, by a trial court, which the Delhi High Court upheld on Oct 29, 2003. His appeal was rejected by the Supreme Court on Aug 4, 2005. His mercy plea is pending with the President. The Government is yet to take a decision on the mercy petition.

Government delaying the execution

After the hanging of Ajmal Kasab, who was involved in the Mumbai attack, a large section of the Indian population is now demanding the hanging of Afzal Guru, who was the master mind behind this Parliament attack. Human Rights' organizations have been protesting against the hanging of Afzal Guru. For fear of Muslim backlash in Kashmir and elsewhere, the Government of India is holding the decision without hanging him.

The citizens desire that there should not be any mercy on the terrorists and that all terrorists should be treated as terrorists, irrespective of their caste, creed or religion, because terrorism is beyond all religions and beliefs

**Hang Afzal Guru
Immediately**



From the Archive of ezine PreSense – December 2006

PRetty – Relax – Focus on 'solutions' and not on 'problems'

Case 1: When NASA began the launch of astronauts into space, they found out that the pens would not work at zero gravity (ink won't flow down to the writing surface). To solve this problem, it took them one decade and \$12 million. They developed a pen that worked at zero gravity, upside down, underwater, in practically any surface including crystal and in a temperature range from below freezing to over 300 degrees C.



Here's what the Russians did. They used a pencil.

Case 2: One of the most memorable case studies on Japanese management was the case of the empty soapbox, which happened in one of Japan's biggest cosmetics companies. The company received a complaint that a consumer had bought a soapbox that was empty.

Immediately the authorities isolated the problem to the assembly line, which transported all the packaged boxes of soap to the delivery department.

For some reason, one soapbox went through the assembly line empty. Management asked its engineers to solve the problem. Post-haste, the engineers worked hard to devise an X-ray machine with high-resolution monitors manned by two people to watch all the soapboxes that passed through the line to make sure they were not empty. No doubt, they worked hard and they worked fast but they spent a humungous amount to do so.

However, when a rank-and-file employee in a small company was posed with the same problem, he did not get into complications of X-ray, etc, but came out with another solution instead.

He bought a strong industrial electric fan and pointed it at the assembly line. He switched the fan on, and as each soapbox passed the fan, it simply blew the empty boxes out of the line.



Moral: Always look for simple solutions. Devise the simplest possible solution that solves the problems. Always focus on solutions and not on problems. So at the end of the day the thing that really matters is *HOW ONE LOOKS INTO THE PROBLEM and resolves it early.*

(Source: unknown)

PRince

BY - TRIAMBAK SHARMA

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2012 WAS "THiK HAI"
HOPE 2013 WILL BE
ACTUALLY "THiK RAHEGA"...



Social Issues

Crime against women – Introspection needed

As per NCRB, nearly 50% of the crime is committed by relatives and closely known people

The recent Delhi gang-rape of a 23-year old student and her death has rocked the conscience of the entire country.

Women organisations and activist groups have come to the street, demanding justice. They have been demanding capital punishment for the rapists. The Government of India has set up Justice Verma Commission to study and recommend measures to reduce the crime against women.



National Crime Records Bureau classifies 11 categories under Indian laws as 'crime against women'. As per their records, 2,28,650 cases have been reported in the country in 2011. This is 18.9 cases per one lakh of population. Out of these 11 categories, 24,206 cases have been registered under Rape (Sec 376 of IPC). This is 2.0 cases per one lakh population. Delhi and Mumbai have reported more cases under Rape.

These are all only reported cases. In the normal life, every woman in our family undergoes sexual torture in different forms from family members and close associates, and also in public places. Most of them are not reported. Further, in the recent days, young women undergo torture through technology tools also.

If you study the graph given in Page 2 of this edition, you will find nearly 50% of the crime against women is committed by relatives and closely known people. Many reasons are attributed for such incidents, such as drinks, dressing habits, free safe sex, 'living together', lack of proper laws, delay in judgments, media behaviour, etc.

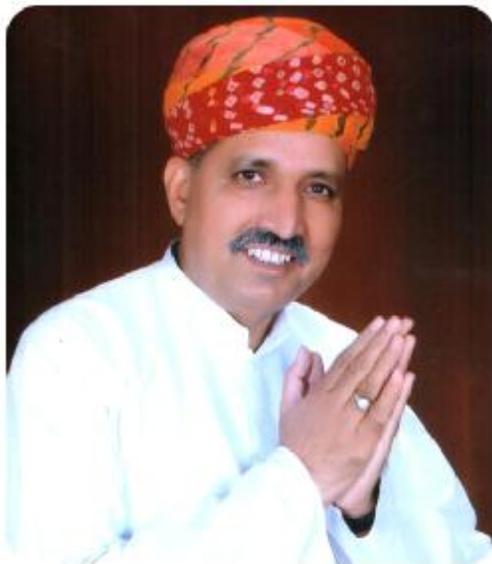
Now India is undergoing a great transition due to economic growth. We feel that the society is moving from moral values to materialistic values. Even our education system is teaching more of materialistic ways of life. What was once considered as 'shame' by society has now become the 'pride'. The Government alone cannot solve this problem. The society has a greater role to play to protect the women of our country. Amending the laws alone cannot solve this problem.

India's strength is the 'family system'. Whether north, south, east or west, we have rich culture and tradition. In the name of modernity, let us not belittle our values to get trapped into a gutter. A time has come when we need to introspect and reinvent the wheel.

Ignited Minds

“Arjun Ram Meghwal – Top performing Parliamentary debater”

Arjun Ram Meghwal, Member of Parliament from Bikanir (Rajasthan) is one of the top performing MPs of the current 15th Lok Sabha. Mr Arjun Ram Meghwal, a Rajasthan cadre IAS turned politician, hails from a poor family. With his hard work and passion to serve the society, he became one of the law makers of the country.



No 1 for debates among all MPs

Till the end of the 12th Session of the 15th Lok Sabha, he has participated in 345 debates, introduced 20 private members' bills and raised 543 questions. He has participated in 99% of the sittings. He ranks No 1 among the entire Lok Sabha Members for participation in debates.

Generally, many of the members are seen in the Central Hall of the Parliament when the Parliament business is conducted in the House. He is one of

the few MPs, who always sits inside the Lok Sabha and listens to the other members from different parties and different regions.

Preparation for debates and questions

When asked as to how he does the homework for all his Parliamentary speeches, he politely says that he would spend time in the Parliament Library, attend the briefing sessions of PRS India, read a lot of books and newspapers to get himself equipped with various facts.

He is also keeping a 'Resource Panel' consisting of doctors, lawyers, engineers, social workers and bankers to support him on the various debates he may participate in and to raise questions on. "This method helps me to speak logically and to the point in the House", says Mr Arjun Ram proudly to PreSense.

His concerns

He also expresses his concern over the disruption of Question Hour. Though the rule book permits the suspension of Question Hour to discuss any nationally important issues, he feels it should not be a routine one.

"Bikanir is a tourist centre. It is yet to be connected with other cities by air. In 2013, I want to connect Bikanir with other cities by air. This is my dream project for 2013." Arjun Ram Meghwal says with beaming confidence.

PreSense congratulates him for his passion in his Parliamentary duties. Please listen to his exclusive interview in the link <http://youtu.be/CaLwHK6lPk8>

Controversy

Kamal Hassan embroiled in DTH controversy

The popular film actor, Kamal Hassan is directing and producing a film 'Viswaroopam' in Hindi, Tamil and Telugu and he plans to release simultaneously in all the three languages on 11th January 2013.

All over the world, films are released through theatres. For the first time in the world, Kamal Hassan has announced that he would release the Tamil version of Viswaroopam through 5 DTH (Direct-to-Home) operators, on 10th January 2013 at 9.30 pm. Any DTH user can see this film on a payment of Rs.1000/-.



This announcement has triggered a controversy. Kamal Hassan says that it is a new emerging business model, using the available technology. Theatre owners and distributors fear that this may reduce the crowd in theatres and increase the piracy. Though Kamal Hassan says that the film cannot be copied, there is a possibility of copying the film in DVD quality through

powerful cameras, before the theatre release.

Presently, digitalisation of cable TV is yet to be completed in Chennai. Cable TV operators fear that releasing of the much awaited film through DTH may end up in promoting DTH at the cost of cable connections. Further, they argue that once a person pays Rs.1000/- to the DTH operator, the DTH operator does not have control over the number of persons watching the movie. Since all the restaurants, hotels, malls and other public places have DTH connections, they can screen the movie to attract more customers.

Since this film is certified as UA, it is said that the children below 12 should not be allowed to watch the movie. DTH operators do not have control over the audience like theatre owners, it is argued. There is a legal angle to this also.

Mr Kayal Ilavarasu, President of Tamilnadu Cable Operators' Association has challenged that he would screen the movie in a mega screen free of cost in public places when it is released through DTH. Since he would be paying Rs.1000/- to the DTH operator, he would be legally entitled to show the film to any number of persons like hotels and restaurants.

Kamal Hassan has challenged Kayal saying that the police would take action against him. For this, Kayal argues that the police could not take action against him, as he would be screening the legal version of the film after making payment, and not a pirated version.

Meanwhile, some of the Muslim organisations have also gone to the street saying that Viswaroopam film depicts the Muslims in bad light. Though Kamal Hassan has denied this, they are on protest mode.

Kamal Hassan has now generated lot of controversy and publicity for his film. All the film fans across the country are eagerly waiting for 10th Jan 2013 to see how the controversy would end.

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