

PR SENSE

Spreading Positive Vibrations

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Cover Story of the Month



**Techno Strategic political
Communication**

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Contact

www.corpezine.com

editor@corpezine.com



From the Desk of Editor-in-Chief



We are pleased to release the 107th (January 2016) edition of ezine PreSense with its usual interesting contents. By April or May this year, five major Indian states will face the Assembly Elections to elect their new Government. Political parties have started using Technology for their campaign, moving away from the conventional methods. Our cover story deals with the new age campaign elaborately.

Astrology has always been a matter of awe and mystery for all. We carry an exclusive interview with an expert in this

area to explore some of the hidden facts about astrology. From this edition, we will be including a new section to share our views through an Editorial.

You will also find our regular articles and cartoon. We hope you enjoy this edition.

Please send us your feedback to editor@corpezine.com.

K. Srinivasan

Cyber Security Information Sharing - the US Initiative

The Cyber Security Information Sharing Act (CISA), originally introduced in July 2014 and under discussion ever since, was approved last month, after some modifications. It is now made easier for companies to share personal information with the government in case of cyber security threats in USA. The information-sharing channels in the US, created for responding quickly to hacks and breaches, along with intelligence and law enforcement agencies can now enforce surveillance without a warrant. Since the cyber security threat information is shared, it is feared that the threat indicators can be used as evidences to prosecute cyber crimes. This is being condemned as an infringement on the data privacy of individuals in USA, with the privacy advocates opposing it. With the powers vested, the President can now set up 'portals' for agencies like the FBI and National Intelligences, and all such information could be used for law enforcement investigations.

In cyber security worlds, this is being considered a significant and landmark legislation in cyber crime prevention.

It is felt that an Act with similar provisions suitable to the Indian environment should be in place in India too. Alternatively, the Cyber Crime Co-ordination Centre should be operationalised at the earliest to help speedier investigation of cyber crimes and sharing of cyber crime related information among the main stake holder government agencies. More details are available in the following link.

<https://www.congress.gov/bill/114th-congress/senate-bill/754>

By V Rajendran, Editorial Team



Editorial

Media Should Stop Sensationalising Social Issues and Be 'Change Catalysts'

Rohith Vemula commits suicide, apparently in disillusionment and disappointment with his life and his social circle's discrimination against him.....Saranya, Priyanka and Monisha apparently commit suicide over hopelessness and frustration about their college administration and facilities.....17-year-old girl of Jharkhand commits suicide after being denied the facility of a toilet at her home.....Youth commits suicide over failed love affair.

Has suicide become the new buzz word among the youth or are we just getting better informed about these occurrences, because of the hyperactive and sensationalising media? Even though one suspects the latter as the reason, it does not diminish the gravity of the situation. Where youth should reflect life, hope and enthusiasm and thus, solace for the aging generation, this trend of despair among the youth must disturb the nation at large.

Stirring emotions and aggression does little to resolve. Prime-time war of words with people both connected and unconnected with the issue, including passing celebrities, results in much ado with nothing positive or constructive for an outcome. The media, especially the real-time channels that thrive on TRPs for their 24/7 relays, seem to rely on sensationalism to keep them going. They call this 'responsible and investigative reporting for the people of India'. Besides reporting the tragic stories, the media sets up a virtual court martial and demands the resignation of the suspected culprit or coerces him to apologise on live television. The solution is not in an apology or resignation alone, or even in just confronting and cornering the accused at the debate forum on air.

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Stirring emotions and aggression does little to resolve. Prime-time war of words with people both connected and unconnected with the issue, including passing celebrities, results in much ado with nothing positive or constructive for an outcome. They only cause riots and futile disruption and then when fatigue sets in, people go back to their lives as before until another tragedy strikes and another one bites the dust. It is not enough to inform. One needs to inform correctly and productively.

To cite an example, in the case of Rohith, the police had clarified after verifying documents that the student was not of the reported community and that his certificate of that specific community was 'procured'. However, this report was ignored and the issue of communalism was fanned during the reporting. Besides, the issue should be that a student resorted to a drastic end, whether he belonged to a particular community or not. A suicide is a suicide, irrespective of who the person is.

In these kinds of social issues, the problem goes beyond the specific case of the victims and the culprits. If the media adorns the role of an investigating and monitoring entity, they need to do more than emoting over sensational news and events. If the media are only change-catalysts and not change-makers, they still need to do a more conscientious job there too.



For example, Rohith and his friends have been facing discriminatory issues for over three months before the tragedy of Rohith's suicide happened. The same holds good in the case of the three girls of the naturopathy college in Tamil Nadu State. The issue to be addressed is the fundamental and underlying issue of discrimination by the authorities, excesses by the colleges, lack of sanitary facilities at the grass root levels. One needs to sustain the tempo till the issue is addressed, and the media plays a key role as the popular medium of communication and influence for the people.

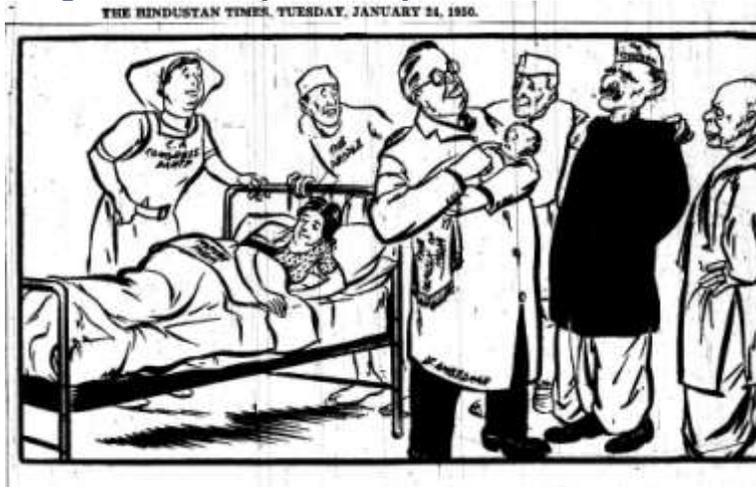
What strikes as a matter of utmost concern and worry is the vulnerability of the youth today and their lack of resilience to face their life issues. They seem to buckle without a fight.

What strikes as a matter of utmost concern and worry is the vulnerability of the youth today and their lack of resilience to face their life issues. They seem to buckle without a fight. To quote Dr. APJ Abdul Kalam, 'When a problem arises, become the captain of the problem and defeat it!''.

The media, including the movies, play a key role in influencing the trend of the youth today. Their corporate social responsibility towards the youth is primary here. They will need to re-think and re-tune their policy, strategy and approach to their job of coverage and reporting and entertaining so as to live up to their assumed role as change catalysts to make India 'Incredible' for the right reasons.

By Susan Koshy, Editor

Remembering the First Republic Day 1950 - Tributes to Dr Ambedkar



This cartoon drawn by Enver Ahmed was published by Hindustan Times on 24th January 1950, two days prior to the First Indian Republic Day. In this cartoon Mother India gives birth to a baby called The Republic of India and DOCTOR Ambedkar holds the baby in his hands and gives a gentle touch. Constituent Assembly congress Party as Nurse, the people, Jawaharlal Nehru, Babu Rajendra Prasad and Vallabhai Patel are looking at the newly born baby with great anxiety.

There cannot be a better tribute to Baba Saheb Dr Ambedkar than this cartoon. PreSense salutes the great freedom fighters and Dr Ambedkar for providing us the Constitution. Jai Hind



Cover Story 1

New Age Techno Strategic Political Communication

The 2014 General Elections witnessed a new way of political campaigning using various technology tools. The campaign model used in the western countries was tweaked to suit the Indian elections and to promote Narendra Modi. In any communication, whether it is a political campaign or corporate branding, a powerful message is sent to the audience through effective media tools, with the purpose of creating a positive or negative perception. According to S Narendra, Former Information Advisor to various Prime Ministers of India, it involves a strong strategy to successfully flight the message to the right audience through the right media, distinguishing it from the competing messages.



During the freedom movement, Mahatma Gandhi's Dandi March created a strong anti-British sentiment among the people. While Mahatma Gandhi was undertaking the Salt March in North India, Rajaji simultaneously undertook a Salt March in the south, to galvanise the entire country. In both the events, 'common salt' was the message and the 'March' was used as a 'Media' tool, to communicate the message to the people. For any successful campaign, the message should relate and appeal to the audience.

'Strategic' is a key word that represents the most critical input. A strategy is not very useful without such a critical input, an input that is a force multiplier. The strategic input can be an investment, person, alliance, a message, event or a decision.

The 1947-1990 Era

During this pre-liberalisation period, the radio and print media were mainly used. The ruling party had the opportunity of using the public sector organisations to promote the achievements of the Government through their advertisements.

During the first General Elections held in 1952, Jawaharlal Nehru and the Congress Party contested on a symbol of 'two bullocks tied to a yoke' and won massive majority. In the later days, Indira Gandhi used the 'Cow and Calf' symbol and the Janatha Party used 'a Farmer Within a Wheel'. These symbols were in themselves powerful messages to connect with the people and appeal to them.

In 1971, Indira Gandhi used the powerful message '*Garibi Hatao*' and swept the elections. During the 1989 elections, VP Singh used the powerful message of the 'Bofors Scandal' against Rajiv Gandhi. BJP used the 'Ram Mandir' issue to increase the tally.

During this period, the political parties used conventional methods of the print media. At that time, only the All India Radio and Doordarshan were the electronic media available and mostly used by ruling party. Political campaigns were based on public meetings, personal contact with voters, wall posters, banners, notices, etc. Cinema, stage dramas, street plays and cut-outs were used by political parties in the south to promote their philosophies. MGR, Karunanidhi, Annadurai, NT Ramarao, Jayalalitha and Raj Kumar emerged from the film industry to acquire political power.

The 1990-2014 Era

After the economic liberalisation in 1991, the emergence of the television (TV) media changed the campaign strategies. Political parties started owning TV channels to promote



their parties. In 1993, Sun TV was started as an entertainment channel with an agenda of promoting the DMK political party. Later on, many more parties started their own channels.

In 1996, the BSP leader, Kanshiram slapped Ashutosh (now a spokesperson of AAP), then reporter in NDTV, when he was asked some uncomfortable questions. That led to the political parties thinking in terms of engaging professional agencies for handling the media and appointing spokespersons to engage the media.

The BJP and the Congress parties began using Professional Public Relation (PR) Agencies like Good Relations India and Perfect Relations to handle media relations on their behalf. After 2004, national parties began using professional agencies in the states they were ruling (mostly in the north and the west), for election campaign.

Soon, national parties set up their own Internal Campaign Managers, to professionally handle the campaign. Arun Nehru (Congress) Arun Jaitly (BJP), Narendra Modi (BJP), Pramod Mahajan (BJP) and Jairam Ramesh (Congress) emerged as good campaign managers.

The 2004 General Elections saw the emergence of 'theme-based advertisements'. BJP heavily campaigned under the theme 'India Shining', employing the Advertising Agency Grey, reportedly spending around Rs.600 crores for the campaign. For the first time, the Indian Elections witnessed a corporate type of advertisements. Although the Congress was weak, they used the campaign '*Aap Ko Kiya Mila*' (What Did You Get). Although the economy was upbeat and BJP had spent a huge amount their campaign, they could not form the Government in 2004. Experts opine that the negative campaign run by BJP on Sonia Gandhi as a 'foreigner' coupled with the 'India Shining' campaign of BJP could not win them the elections. The common voters could not connect with the 'India Shining' theme.

Technology was used only to a limited extent in the 2004 General Elections. BJP projected Vajpayee as PM Candidate. For the first time in the Indian elections, a candidate was projected as a PM candidate.

After 2004, Political Communication Strategists emerged in a small way to support individual leaders at the regional level.

In the 2009 General Elections, both BJP and Congress used technology tools like the social media, SMS / telephone campaign, etc. Advani and Dr Manmohan Singh were projected as PM candidates of BJP and Congress respectively. BJP was the major user of technology tools. BJP lost the elections.

Till 2009, there was no 'paid media' concept. Political parties appointed advertising agencies to plan and place their advertisements.

The 2014 (Post Modi) Era

Narendra Modi (BJP) used technology tools like the social media, 3D hologram, mobile phones, smart phones, etc in Gujarat Assembly Elections in 2012.

Political Techno Strategies were used in the 2014 General Elections. Professionals like Prashant Kishore supported the BJP campaign. A more professional approach towards the campaign, like survey, big data analytics, and micro-management of the campaign through technology were used. New technologies like Augmented Reality (QR code) and Virtual Reality (like hologram) were also used.



The campaign branded Narendra Modi as PM candidate. Slogans like 'Acche Din' (Good Days/Times) and 'Aap ki Bar Modi Sarkar' (This Time, It's Modi's Government) attracted voters nationwide. They involved the youth through the social media. The campaign was supplemented by a large number of road shows (public meetings) in different states. The Congress could not match the technology-driven campaign of BJP. BJP and its alliance parties won the election with a big margin, leaving the Congress disappointed.

The same model was used in other state elections held subsequently in Maharashtra, Haryana, Uttarakhand, Bihar and Delhi. The BJP lost in Delhi and Bihar, indicating that creating 'hype' alone might not be enough to win elections and that it should be coupled with field work. This new type of campaign will be adopted in the 2016 Assembly Elections. Some of the regional political parties have begun employing the expertise of professionals for their campaigns.

After 2009, media houses were encouraging 'sponsored news' or 'paid news' to propagate positive and success stories. Although the Election Commission and the Press Council of India have banned the 'paid news' concept, excepting a few media houses, many others have been promoting this concept for earning revenue. Ironically, the same media houses shout about 'values and ethics', while they go about to the extent of publishing/telecasting sponsored 'opinion polls' in favour of one party or the other.

Traditional Vs Modern Campaign

In the traditional campaign, the political leaders and workers had personal interaction with the voters. After the introduction of the technology campaign, personal interactions were lost. Since 80% of the voters are not connected with technology tools, traditional campaign model requires to be supplemented. The technology tools are useful for creating a 'brand image'.

In the traditional model, the leaders emerged from the grass root level with knowledge about the nuances of various problems. Vajpayee, Advani, Karunanidhi, MGR, NTR, Kamaraj, Pranab Kumar Mukherjee, Narasimha Rao, Bansilal, Mulayam Singh Yadav, Lallu Prasad Yadav, Mayavati, Mamta Banerjee and Sharath Pawar are examples of such leaders who had emerged from the grass root. But in the technology model, leaders are emerging from the social media, eg. Arvind Kejriwal, and Narendra Modi as PM candidate).

The leaders or brand created out of this hype do not stand on their 'real (own)' legs, but stand on the 'virtual legs'

Hype is created through intensive campaigns using the social media and other technology tools, the projected leader runs the risk of losing his image when the campaign ceases. In other words, the leaders or the brand created out of this hype is unable to stand on their own but rely on a virtual standing. For this reason, a fair mix of both traditional and technology strategies is necessary.

Presently, political parties suffer from a bad culture of hooliganism, rowdyism, etc. In future, it is hoped that a balance can be maintained in the political culture, with the emergence of new-age educated leaders.

By K Srinivasan, Editor in Chief



Cover Story 2

Exclusive Interview with Suryah, Techno Campaign Strategist

Suryah SG (25), a law graduate from a premier Law College at Pune was part of the Political Techno Campaign Team of BJP during the 2014 General Elections and four Assembly Elections. He will be playing a crucial role in the Techno Campaign Strategy Team for BJP in the 2016 Tamil Nadu Assembly Elections. He is one of the few persons followed by Narendra Modi in his Twitter. In an exclusive interview for PreSense, he shares his views on this new concept. Excerpt:

How did you involve yourself in the 'New Age Techno Communication Campaign' of Narendra Modi?

On 24th June 2012, I received a call from the Office of the then Gujarat Chief Minister,



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2012 Gujarat Election Campaign was a landmark in the history of Indian Elections. We integrated all the technology tools like internet, social media, mobile phones, smart phones, 3D Rallies, etc. to connect with people.

Suryah SG

Narendra Modi. I was invited to meet the Chief Minister the following day to discuss the evolving trends of the social media. I was then a law student at Pune. This phone call proved to be a turning point in my life and provided an opportunity to learn about election communication strategy. The historical interaction with Modi for 20 minutes still lingers in my mind like a dream. I worked for the Gujarat Assembly Elections 2012 and later got involved in different elections to assist the BJP in different capacities thereafter. The 2012 Gujarat Election Campaign was a

landmark in the history of Indian Elections. We integrated all the technology tools like internet, social media, mobile phones, smart phones, 3D Rallies, etc. to connect with people.

What were the strategies planned by your team during 2014 General Elections?

In January 2014, Congress MP & Former Union Minister, Mani Shankar Aiyar mocked the then Gujarat Chief Minister Modi as a *Chaiwala*. Our CAG Team (Campaign Team that worked for Narendra Modi during the run-up for the Lok Sabha Elections 2014) immediately sprung into action and coined a political event, “*Chai pe Charcha*” (Discussion over Tea) throughout the country. As someone who had organised dozens of *Chai pe Charcha* events across the country it was a totally new and refreshing experience, interacting with *chaiwalas* (Those who prepare and serve tea at tea stalls) all over the country, live and through video conferences. We were able to capitalise on Modi being a *Chaiwala* earlier in his life. While the ground activity was executed by the party workers, the idea to conduct such catchy events came from our strategy team.

The importance of the social media is largely underestimated. We normally believe that Face book, Twitter & WhatsApp influence only a particular age group of people. In reality, the impact of the word-of-mouth campaign spreading through these social media platforms is very huge. One WhatsApp user has the potential to spread the message he receives across an entire village.



Do the senior political leaders and workers accept a team of youngsters?

Political leaders who have toiled at ground level for over three to four decades, do not tend to easily accept the newly sprung up election techno strategists overnight. It takes time for them to come into an understanding that the political landscape in India is slowly turning towards a strategy based activity. These political leaders still do not accept the evolution and adaptation of technology as influential factors in electioneering.

Since I had studied law from a premier law school in Pune, I was fortunate to have friends from different political parties studying with me in my college. I had opportunities to interact with strategists from various political parties like the Congress, the Nationalist Congress Party, the Shiv Sena and other small parties during the run up of the Lok Sabha

Everywhere I find a similar pattern cutting across the party lines among these new groups of young techno strategists facing difficulty in being accepted by the old political guards.

Elections 2014 and the Maharashtra Assembly Elections 2014. Presently, I am also interacting with the strategists for the Assam, Kerala and West Bengal Elections 2016. Everywhere, I find a similar

experience cutting across the party lines among the new groups of young techno strategists facing difficulty in being accepted by the old political guards. The seniors in the parties just cannot accept fresh youngsters as potential strategists for the elections. While their worries are totally justified, the recent elections have proven that fresh political techno strategists can walk the talk and give a tough contention to conventional political experts.

In one of the state elections where my friends were associated, the local political leadership had a tough time to amend their ways. This compelled the central leadership to come down to the state for two days, camp there and convince the local political set up that these techno strategists were present only for a temporary period till the elections were over. Till such time this assurance was given by the central leadership, this young group of people were treated like bitter rivals. The existing senior leaders feel unsecured. At the same time, I also find that some of the pro-active senior leaders encourage the youngsters by supplementing the knowledge with their own experience and wisdom.

What are the skills needed to become a political techno strategist?

Anyone who wants to become a Election Techno Strategist should have exceptional skills in using technology tools, and smartness to convert every challenge into an opportunity. The Indian political situation is not yet matured like that of the western countries. It needs immense patience and perseverance by youngsters to get into the political setup and become a real strategist and influence the political decisions of the party. With my experience I can boldly say that it is definitely not a cake walk. Ambitious youngsters aspiring to become a politician should behave in a matured manner, if they take the role of a strategist. Exhibiting the political ambitions openly during their role as strategist will prove disastrous and counter-productive.

What is the difference between corporate campaigning and political campaigning?

Political campaign is time-based and sprouts suddenly during the election time. Corporate campaigning needs continuous engagement with stake holders through various agencies and PR mechanisms. While corporate campaigning is well established in India, political campaigning will take some more years to stabilise.



To cite an example, when our team was working for BJP in the Maharashtra Assembly Elections 2015, we formed a Campaign Team Y4D (Youth for Development). Through this team, we strategised a series of events and meetings to reach the voters. In Pune, hundreds of volunteers wearing the Modi Mask thronged the streets with printed charge sheets on the misgovernance of the state ruling party. Using proper strategies, BJP won the toughest seats. After assuming office as Chief Minister, Devendra Fadnavis invited the entire team for dinner. In the corporate campaigning, the strategy is different.

What is the difference in strategies between national elections and regional assembly elections?

I worked for BJP in the 2014 Lok Sabha Election and four Assembly Elections. The national elections have a broad perspective, while regional elections are localised. People are smart enough to differentiate between them. BJP which won 7 out of 7 seats in Delhi in the 2014 Lok Sabha Elections, could win only 3 out of 70 assembly seats in the elections held after 8 months. In Bihar, where BJP had won majority during the Lok Sabha Elections failed to form the Government, largely because of the unification of two rivals factors, RJD and JDU.

National Elections have a broad perspective, while Regional Elections are extremely localised. People are smart enough to differentiate between them. BJP which won 7 out of 7 seats in Delhi in 2014 Lok Sabha Elections could win only 3 out of 70 Assembly seats in the elections held after 8 months.

Content-wise, the strategy team will have to create contents on regional issues and they have to be delivered through the communication channels of the party. Regional issues should be the talking point and research has to be done locally. Also linguistic problems arise at every stage both in National and Regional Elections. Four big states viz. Kerala, Tamil Nadu, West Bengal and Assam that are going for Assembly elections in 2016 have strong local languages – Malayalam, Tamil, Bengali and Assamese. National Parties like BJP and Congress are handicapped as they deploy their own Strategists who are not well versed with the local language and culture. Therefore from my experience, I would say both the elections are completely different and the approach should be unique.

What do you think is the future for the Political Techno Strategic Communication experts? What is the trend among the Indian political parties, both at the national and regional level?

India has very few national parties. Congress and BJP have already started to realise the need for proper strategies. As for regional parties, we saw AAP in Delhi & JDU in Bihar hiring professional agencies to handle their campaign strategies. DMK and a few other regional parties in Tamil Nadu seem to have roped in Techno Strategy teams to handle their Social Media and PR assignments in the run-up of the 2016 Elections.

'Political Techno Strategic Communication' is still a grey area; I do not see much scope for aspirants now, unless they have the right connections politically and a proper understanding of the political landscape and culture of the region. It is a difficult area to even risk and venture upon. Those who achieve success in this field will be sure to be successful everywhere. There is no institute or University to teach Strategy. At the end of the day, everything comes down to the individual's capacity to deal with complex situations with a variety of factors, at the shortest time.

Surya can be reached at suryah@suryah.in

Interviewed by the Editorial Team



Case Study - Gujarat Elections 2012

**An Extract from 'Gujarat Election 2012'
by Sheshachandrika and other Reporters –
English Translation by S.Narendra**



3D Rhetoric Magic

The 2012 Gujarat Assembly election campaign witnessed the full unfurling of the power of the digital media by the then chief minister, Narendra Modi. He personally addressed nearly 200 rallies in a short span of time, His team used the video technology for every rally held by Modi to live telecast to multiple places simultaneously, using large television screens. Thousands of people accompanied by their families including children would be present at the site and witness the rally from the multiple TV screens and listen to Modi's speeches.

Many in the audience were given Modi masks to wear. This new campaign strategy used in conjunction with the traditional mask brought the leader closer to the people. And many of the rally speeches were covered live on the social media. Every attack and criticism by the opposition was carefully tracked and assessed for suitable and effective counter response. This lock, stock and barrel adoption of the new media technologies and adapting them to the Indian situation by combining them with traditional media was something unique. The media dubbed Narendra Modi's election communication as 3D campaign.

With the expansion of the visual media and the access of mobile computer-aided devices by the rural and urban audiences, for sourcing information on the go, people are able to obtain information in capsules. Gone are the days of leisurely-timed campaigns of the bygone era. Modi's campaign managers were quick to seize the opportunity of this voters' transformation and customised their campaigns to take Modi and his message where the voters were.

Editor's Note: Many of the elements of Narendra Modi's technology-led Assembly Election campaign were deployed during the 2014 Lok Sabha Election. This book was published by few journalists in February 2013 in Kannada language. Shri S Narendra, Former Information Advisor to Prime Ministers translated into English. Shri Narendra was the Chief Spokesman of the Government of India and Director General of Press Information Bureau. Limited copies of this book were distributed then. This book is not available in the market. Shri Narendra shared the above piece from his personal file. Editorial Team thanks Shri Narendra and two other senior Techno Strategic Communication professionals (one from Mumbai and the other from Chennai) for providing inputs for the cover story 1.



Ancient Indian Wisdom

Astrology Can Never Go Wrong; Astrologer Can Go Wrong - Shiva

M S Shivakumar (40), who researches and practises astrology as his passion, is a Learning & Development professional. He has served at the top level in L&D department of Fortune 500 companies across the globe. Shiva, a highly qualified person and alumnus of many prestigious institutions including IIM, strongly believes that the principle of astrology is to "Make things Happen" rather than "Watch things happen or wonder what happened". In an exclusive interview with K. Srinivasan, Editor in Chief, Shiva shared some interesting aspects of astrology. Excerpts:

What is the history of Astrology? Who first developed this concept and when?

It is very difficult to say when the concept of astrology was developed in India. Vedas and Upanishads talk about the planetary movements and their impact on the human being. Many *Rishis* have contributed to this knowledge. Even the Epics like Ramayana and Mahabharata have references about astrology. Astrology dates back to 6000 to 10000 years. Vedic Astrology is also known as *Jothisha*.

In ancient days, this knowledge was passed on to the disciples through *Guru Parampara*. It was not available to the common men, to prevent misuse of this concept. In those days, there were experts, who advised the kings while taking important decisions, based on astrology.

There are three major categories in Astrology. (1) *Siddhantha* (*Panchanga* based), (2) *Samhitha* (for kings and their kingdoms) and (3) *Hora* (time-based prediction of events).

Parasara Maharishi conducted a detailed study from the Vedas, Upanishads, Puranas and scriptures, written thousands of years ago. He filtered and consolidated the concept of astrology. Several schools of thought came up later. The *Parasara* school of thought is mainly followed. *Jaimini, Saravali, Jathaka Parijatha, Saravatha Chinthamani* were the main schools of thought that came up later.

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There are three major categories in Astrology.

- (1) Siddhantha (Panchanga based),
- (2) Samhitha (for Kings and their Kingdom) and
- (3) Hora (time based prediction of events).

- M S Shivakumar



What is the basic concept of astrology? How is astronomy used in astrology?

Anything that is related to the 'out of earth' atmosphere is known as astronomy. The Study of the connection between the Celestial (study of sky) and the Terrestrial (study of earth) is astrology. It is purely based on the metaphysical principle, using the mathematical relationship. Astrology involves a lot of mathematics. Mathematical relationship is needed to understand and express the quality of energy of planets (sound, shape, angles, numbers, etc.)

Planets and stars emit energy of different strengths at a variety of instances. These energy and its frequencies are the cause of the creation, sustenance and ending of events in one's life.



Astrology involves 27 stars, 9 planets and 12 Bhavas (houses). To predict an event that can occur in future, we may need to analyse 2916 data points for accuracy (27 x 9 x 12), which will let us know the influence and impact of planets and stars on an event.

Astrology involves 27 stars, 9 planets and 12 *Bhavas* (houses). To predict an event that can occur in future, we may need to analyse 2916 data points for accuracy (27 x 9 x 12), which will let us know the influence and impact of planets and stars on an event.

If a person starts learning astrology at the age of 8, dedicating 8 hours per day for 800 years continuously, he will learn only one-sixteenth of astrology. It involves a lot of cosmic intelligence and calculation of planetary movement.

There are three levels of consciousness – simple consciousness (5th sense), self consciousness (6th sense) and third cosmic consciousness (7th sense). Each consciousness can speak to each other.

The planets in the universe communicate with each other through light, heat, rays, neutrinos, x-rays, etc. It has a huge impact on the human neural network. To understand cosmic consciousness, one needs cosmic intelligence.

If you see the astrologers, they normally prepare two charts (*Rasi* and *Navamsa*), based on the date of birth, time and place. They are called Divisional Charts D1 and D9. These charts indicate the planetary positions at the time of birth of a person. We can make 144 such charts to understand deeply. The charts can be prepared from D1 to D144.

How Astrology Works?

There are three outcomes – event, experience and environment. Events are like occurrence of job, wedding, position, health, wealth, etc. Experience is emotions and feelings, derived out of an event. Environment is the boundary of the limitation within which a person's life operates.

Potential and Manifestation are the two wheels of astrology. A person may have great knowledge about business or may be highly talented. The potential of the person can be so high that he can make things happen and can become rich. But in reality, if you check, he would not be able to produce success or achieve growth. That is called manifestation.

One planet determines the skill and another planet determines the results. One may have the potential, but if not manifested in reality, it is of no use.

In order to make use of the best time and increase the success rate, the branches of astrology like *Kaala*, *Ganitha*, *Jaataka*, *Prasna*, *Murtha* and *Nimitta* help.

Vidhi, Madhi and Gadhi - *Vidhi* is fate, what is shown in the chart. *Madhi* can be utilised to escape *Vidhi*'s difficulties or challenges. *Gadhi* is known as Surrender to Almighty.

Bucke, a Canadian psychiatrist, says "cosmic consciousness is an interconnected way of seeing things, which is more of an intuitive knowing than it is a factual understanding. Astrology is not just a belief but knowledge about belief.

Action + confidence + faith = belief

It is like cautioning and helping a person to achieve maximum potential to manifestation.



Astrology can never go wrong. An astrologer can go wrong.

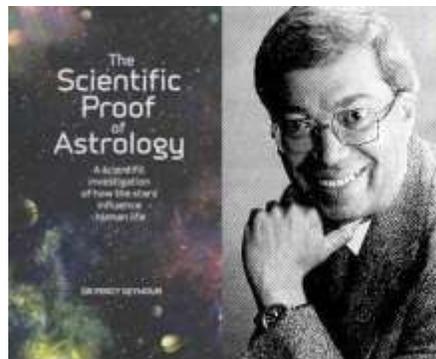
Is Astrology a Science or an Art?

According to me, astrology is pure science. Today, astrology is seen as the 'Law of Possibility' rather than the 'Law of Accuracy'. Dr. Percy Seymour conducted research on the Mechanism of Astrology in Plymouth University (USA). He concluded that planets move like tidal tugs; they interact with each other, and they have an impact on human lives. He also claimed in his book titled "The Scientific Proof of Astrology" that the movements of the sun, the stars and the planets can influence the brains of unborn children in measurable ways. Several researches on astrology have been initiated in various universities across the world.

There are scientists who do not consider astrology as science. Everything need not be classified under science. I feel the opposite of science is not pseudo science, myth, spirituality or belief. I call it 'unexplored science'.

Science and spiritual belief co-existed for ages. Even today, we see many scientists who believe in spirituality, culture and values. People who are rational are also spiritual. It is not either science or culture, rational or spiritual. It is a combination of both.

By positioning ourselves on both sides, we may be able to understand the subject better. A single-sided perspective will only increase the blind spots.



“
The movements of the sun, stars and planets can influence the brains of unborn children in measurable ways
”

Dr. Percy Seymour
Plymouth University
USA

Proven science can only work within limited and restricted grounds. Studies are still being carried out in the unexplored areas of supernovae explosions, gamma ray bursts, and cosmic microwave background radiation.

Although it consumes time, we need scholars to conduct more study to bring in evidence, logic and witness behind astrology and get the fullest benefit to mankind and take this subject to a larger audience for more fruitful findings.

How Western Astrology Differs from Indian Astrology?

Vedic astrology is the oldest. All other schools of thoughts, whether Indian or Western, are derived from Vedic Astrology

Western astrology is sun sign-based. Indian astrology is moon-based. Vedic astrology is the oldest. All other schools of thoughts, whether Indian or Western, are derived from Vedic Astrology.

Astrology is a wonderful science that provides guidance to maximise growth and success and minimise loss or distress. It helps you to be at right place at right time with the right people, with the right health and the right intention, guided by the right *Guru* or God Almighty. Make use of this science and be benefited!

Shivakumar can be reached at msshiva@yahoo.com





PRince

By- Triambak Sharma



www.cartoonwatchindia.com

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**SIR 5 DAYS WEEK IS OLD ..
CAN WE TRY ODD OR EVEN
WORKING DAYS...**



From The Archives - Jan 2010

Do Poor People Have the Space to Live In This Word - A Case Study

Nagarajan Karthick from Bodinayakanur in Theni District of Tamilnadu secured 436/500 (87.2%) in the CBSE 10th Standard examinations and 1050/1200 (87.5%) in the 12th Standard examinations. His parents earn their livelihood by making *Vada* and *Samosa* in a push-cart at a bus stand. They have been living at that place for a long time in a rented house. In spite of their poverty, the parents aim to see their son as an engineer. Despite having to undergo some major surgery while studying in 12th standard, his enthusiasm and zeal made him to secure high marks in the school examinations. In addition to his studies, Karthick used to carry the *Vada* and *Samosa* on his shoulders to selling at the bus stand.



With his good marks, Karthick could obtain admission into B.E. (Automobile) at the Anna University, Tiruchy. Rs.1,20,000/- was necessary for the four-year course. The parents approached the State Bank of India at Bodinayakanur Branch for an educational loan. Although the parents had visited the bank five times and explained about the situation, the bank insisted on a collateral security of a property and a third party guarantee from a Government Officer, even though the RBI guidelines does not stipulate any collateral security and guarantee for educational loan upto Rs.4,00,000).

Since the family did not have any property and they did not know any Government officer to sign as guarantor, the bank refused them a loan. The bank did not even give them an application form and the parents began looking for other avenues for borrowing, including money lenders at a higher rate of interest.

Fortunately, the school principal and the teachers introduced Karthick to Team Everest (a partner group of Action 2020 Team, a group of young software professionals). They visited him and verified the credentials locally and immediately agreed to support him with Rs.1,20,000/-. Team Everest collected the money from their members and is now supporting Karthick. Karthick is now in the sixth semester of B.E. course at the Anna University and he has so far scored an average 82% in all the semesters. Whenever he visits his place during his vacation, he continues to help his parents, selling *vada* and *samosa* at the bus stand, notwithstanding that he would be one of the top ranking engineers in a few months.

When we spoke to him over the telephone, Karthick said that he would secure more than 85% in the final semester. Although Team Everest is helping him without expecting any return, Karthick said that after gets employed, he will help four such poor students to pursue higher education.

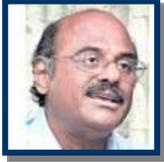
Latest Update as on 30th January, 2016 - The above article was published in our ezine PreSense six years ago in Jan 2010. Karthick has since graduated with 82% in the final semester as assured by him. He is now employed in a multinational company. He contributes Rs.1000/- every month to Team Everest to support poor students. Congratulations to Karthick and Team Everest.

Source: <http://www.primepointfoundation.org/presense/presense0110.pdf>



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