

# PR SENSE

Communicate the communication

**India's First Corporate ezine**

Issue No 60 – Feb 2011

Published by Prime Point Foundation



**Diamond Jubilee  
Edition (60)**

**Theme of this Issue  
Achievers**

---

**In this Issue:**

- P2 Editorial
  - P3 Dr Subramnian Swamy
  - P5 M Narendra
  - P6 Gopalakrishna Gandhi
  - P7 Live blogging
  - P8 Vaikunthlal Mehta
  - P9 PRince Toon
  - P10 Editorial Team
- 

**Contact**

[www.corpezine.com](http://www.corpezine.com)

[editor@corpezine.com](mailto:editor@corpezine.com)

## PR-e-FACE: From the desk of Editor-in-Chief Your ezine completes 5 years



Our Editorial Team is happy to present the Diamond Jubilee Edition of this issue. For the past 5 years, this ezine is being published without any break, on the first day of every month. Over a period of five years, we are able to focus on one

unique theme relevant for communication, corporate and youth.

We also had the privilege of exclusive contributions from various International and National personalities. We were also media partner for many of the international events. With the support of our readers, we are able to create a 'niche' in the social media environment.

In this edition, we present the exclusive views from the achievers like Dr Subramanian Swamy, Mr Gopalakrishna Gandhi and Mr M Narendra. We are also

publishing a few interesting information relating to the earlier generation leaders like Mahatma Gandhi, Rajaji, Lal Bahadur Sastri and Vaikunthlal Mehta.

We are confident that this issue will be more useful to our younger generation to emulate the best qualities of our achievers.

Our Cartoon Character PRince was launched by Dr Abdul Kalam in August 2008. This cartoon character created by Triambak Sharma used to convey his messages in humourous manner. In this issue, he got married to PRincess in the presence of our cartoon editor Triambak.

We dedicate this issue to our readers.

*K. Srinivasan*

**This Diamond Jubilee edition is dedicated  
to our readers**

### Important links of Prime Point Foundation

[www.prpoint.com](http://www.prpoint.com)

[www.indiavision2020.org](http://www.indiavision2020.org)

[www.imageaudit.com](http://www.imageaudit.com)

[www.action2020.co.cc](http://www.action2020.co.cc)

[www.corpezine.com](http://www.corpezine.com)

[www.eltf.co.cc](http://www.eltf.co.cc)

[www.poduniversal.com](http://www.poduniversal.com)

<http://prpoint.blogspot.com>

# Greed is the outcome of materialistic society

## Dr Subramanian Swamy

Dr Subramanian Swamy, President of Janata Party and a well known Indian politician is known for his perseverance. Whatever issue he takes up, he pursues it to logical end. Though many media were talking about the current 2G scam, only because of the sustained approach of Dr



Swamy through judicial route, the culprits were arrested. In an exclusive interview with K. Srinivasan, for PreSense and PodUniversal, Dr Swamy shared lot of insights about the qualities of perseverance. Excerpts:

You are known for your perseverance. Whatever issue, you take, you take it to logical end. How do you suggest that our youngsters can imbibe the qualities of perseverance?

If you are brought up in Hindu tradition, you have only freedom of action. Output of your efforts is not directly proportional to the efforts. Some time, you put in lot of efforts and get nothing; some time, with least efforts, you get lot.

The same is described in Bhawad Gita as Law of Karma. Every one should pursue the goal without tension and stress, putting the best efforts. If you understand and develop this attitude, 'perseverance' comes. If you get disheartened, perseverance evaporates.

Generally, people are averse to taking risks. You cannot achieve anything without taking risks. When you take the risk, there is a probability of failure also. Risk taking attitude should be developed.

Perseverance is the amalgam of multiple intelligences like emotional intelligence, social intelligence, moral intelligence and spiritual intelligence. India is known for the spiritual intelligence, which connects to cosmos.

Perseverance comes when you realise that you are an instrument in the hands of the 'divine' and what you are doing is only the 'duty'.

Whenever we see you in Television, you are looking very cool, even at the tense moments. How are you able to manage this?

That is what is called 'suppression of ego'. Tension comes, when you think that you are responsible for the good or bad things that happen. Anybody, who thinks that he is only the instrument in this whole thing and that he is doing only his duty, will never get tension.

**Perseverance comes when you realise that you are an instrument in the hands of the 'divine' and what you are doing is only the 'duty'.**



### **What is your message to youngsters?**

Greed is the outcome of materialistic society. Our Varna system has degenerated today, because it is now connected to birth. It was never based on the birth. As per the original concept, it was meant for 'decentralisation of power'.

Those, who had knowledge did not have weapon and wealth; those who had weapon, could not make policy; those who had wealth, did not have high social status in the society; It was deliberately done in those days.

If you have wealth and if your social status is going to be determined by your wealth, you become greedy; If you have power and become lord and master of everything, you become an autocrat.

I would advise youngsters not to become greedy. Do not try to develop your life, based on only materialistic principles. You should imbibe spiritual values. Many foreigners from the materialistic world, including Hollywood actors suddenly come to India to meet Sadhus and to learn spiritual life. Youngsters should learn to balance their life.

---

**Full version of video interview with Dr Subramanian Swamy (10 mts) may be listened from**

<http://goo.gl/YaDxy>

**The full video interview of Mr M Narendra, Chairman and Managing Director, Indian Overseas Bank may be listened from the following link (6 mts)**

<http://goo.gl/OvbUU>

**Join India's largest online communication discussion group and update your communication skills. Click here**

<http://goo.gl/cneWs>



## Institutional leadership is more important than individual leadership – M Narendra, CMD, IOB

Mr M Narendra hails from a middle class family in Karnataka and recently, he has taken over Indian Overseas Bank, one of



the leading Public Sector Banks as its Chairman. Though he has assumed the highest office of his career at a young age, he remains simple and humble. In an exclusive podcast interview with K. Srinivasan, he has shared some of the secrets behind his success story.

What are the 3 important factors that were responsible for your success in the career?

First is 'urge to excel'. Second is not to get satisfied with your own achievement. Benchmark yourself with other visionaries, who have achieved more. Third is to ensure that your team also succeeds, along with you.

At the same time, we should do more for developing institutional leadership, than

individual leadership. The material parts of the success should not go into our mind. All our works, should be focused on the development of the society. I always believe that every person in our team has potential to succeed. We should invoke their inner potential.

What is your message for the youth?

Our youngsters have lot of potential in them. They also believe in Indian culture and tradition. They should not aim at quick gains. They should do great efforts to succeed. They should also equip themselves with knowledge and experience. They should get global exposure. I am confident that younger generation will bring prosperity to India.

How do you see India in another 5 years?

India has a great potential to become a role model to the entire world. However, in corporate governance, basic principles of management, relationship with neighbours and world leaders, harnessing resources, we have to go a long way in terms of preparation. With a good PR combined with transparency and corporate governance, India will have a say among the comity of nations.

The material parts of the success should not go into our mind.

## Mr Gopalakrishna Gandhi, grandson of Mahatma Gandhi and Rajaji



Mr Gopalakrishna Gandhi, grandson of both Mahatma Gandhi and Sri C Rajagopalachariar (Rajaji) inaugurated the 'Electoral and Political Reforms' National Conference at Chennai, organized by National Election Watch on 12<sup>th</sup> Feb 2011. Your ezine PreSense is also ezine Partner for the event.

Live blogging was done from the venue on the proceedings of the event.

Excerpt from the speech of Mr Gopalakrishna Gandhi may be listened from

<http://goo.gl/prq8c>

## Rajaji's Jail diary of 1921



The most important coming-together in our elections is that of low politics and high money. We had an inconveniently far-sighted statesman in our midst, not all that long ago. C. Rajagopalachari wrote in a diary he maintained while in Vellore Jail in 1921-22 the following:

*"We all ought to know that Swaraj will not at once or, I think, even for a long time to come, be better government or greater happiness for the people. Elections and their corruptions, injustice, and the power and tyranny of wealth, and inefficiency of administration, will make a hell of life as soon as freedom is given to us."*

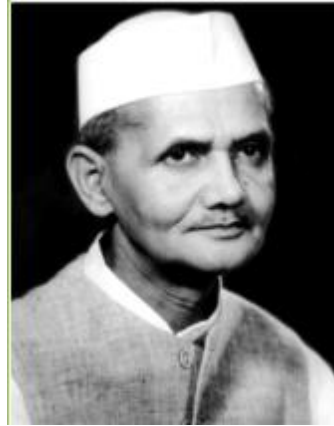
Believe it or not, this was written 25 years before independence. He continues *"Men will look regretfully back to the old regime of comparative justice, and efficient, peaceful, more or less honest administration. The only thing gained will be that as a race we will be saved from dishonour and subordination. Hope lies only in universal education by which right conduct, fear of god, and love, will be developed among the citizens from childhood. It is only if we succeed in this that Swaraj will mean happiness. Otherwise it will mean the grinding injustices and tyranny of wealth."* (Unquote).

- Excerpt from the speech of Mr Gopalakrishna Gandhi

## Lal Bahadur Shastri recalls election of 1937

You will be surprised to hear of an election episode of 1937 recounted by Lal Bahadur Shastri in a 1959 tribute to Jawaharlal Nehru:

*"The general elections under the new Government of India Act took place in 1937; they were of great significance. In these elections Nehru played a very important role. I remember his visit to the district of Allahabad. It was about 8-30 p.m. when he finished his speech.*



*As soon as he had done so, he enquired from the local Congressmen whether he could leave. Pat came the reply, "Yes, sir." After having driven about a furlong Jawaharlal said that the Congress workers of Mirzapur had no sense of hospitality. "I said I wanted to go and they agreed to it without even offering me a cup of tea."*

*Nehru had taken no tea in the afternoon and ... he was feeling very hungry. He asked me whether there was any restaurant in the city... I remembered the railway station where some tea could be got. He said, "Let us go there." We motored to the railway station and went to the railway restaurant... After having taken the tea we were asked to pay the bill.*

*Everyone of us searched his pockets and found that none of us carried sufficient money. Between us we could collect about two and a half rupees. Nehru had about a rupee and a quarter, Mrs. Purnima Banerjee another rupee and I gave the few annas to complete the full amount required. How awkward would it have been if we had failed to make up the amount among ourselves! "*

-Excerpts from the speech of Mr Gopalakrishna Gandhi

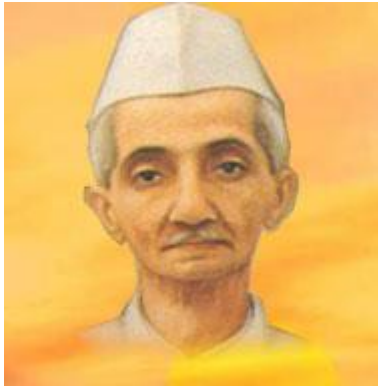
## Live blogging



Your ezine PreSense was an Ezine and social media Partner for the 7<sup>th</sup> National Conference on 'Electoral and Political Reforms' organized by National Election Watch. The Conference was held on 12<sup>th</sup> and 13<sup>th</sup> February 2011 at Indian Institute of Technology, Chennai. A live blogging was done by the students of IIT from the Auditorium. In the picture, Mr N Gopalaswamy, Former Chief Election Commissioner of India is seen with the live blogging team. Live blogging reports are at

<http://goo.gl/dk20S>

## Vaikunthlal Mehta's election campaign - 1946



Today many people would not have heard of the highly respected Congressman of Bombay, Shri Vaikunthlal Mehta. He was a candidate in elections held in 1946. He was a man of such probity that any individual or Corporate House would have considered it a privilege to assist with his campaign. When he was contemplating the contest, he received a letter from Mahatma Gandhiji who said,

*"Offer your name as a candidate for the Assembly, on the condition, however, that you will not have to spend a single pie and will not have to go begging for votes. It may not perhaps be possible to apply this rule in all cases, but it should be applied in yours."*

Not to spend a single pie? Is that possible? Vaikunthbhai could not quite follow that advice but he remained as close to it as was possible. He decided that his method of seeking votes would be stark: he would only send a postcard to each of his electors and do nothing more. He did not visit them, did not put out advertisements, and did not organize processions, meetings or rallies. Vaikuntha Bhai's postcards won him the seat and he became the first Finance Minister of Bombay State after Independence. No donor could have reminded the Finance Minister of his debt – for there was no donor and there was no debt. Vaikunthlal Mehta was unobligated, uncompromised and unfettered.

- Excerpts from the speech of Mr Gopalakrishna Gandhi

**Do you want to study the hidden  
perception of your stakeholders?  
[www.imageaudit.com](http://www.imageaudit.com)**

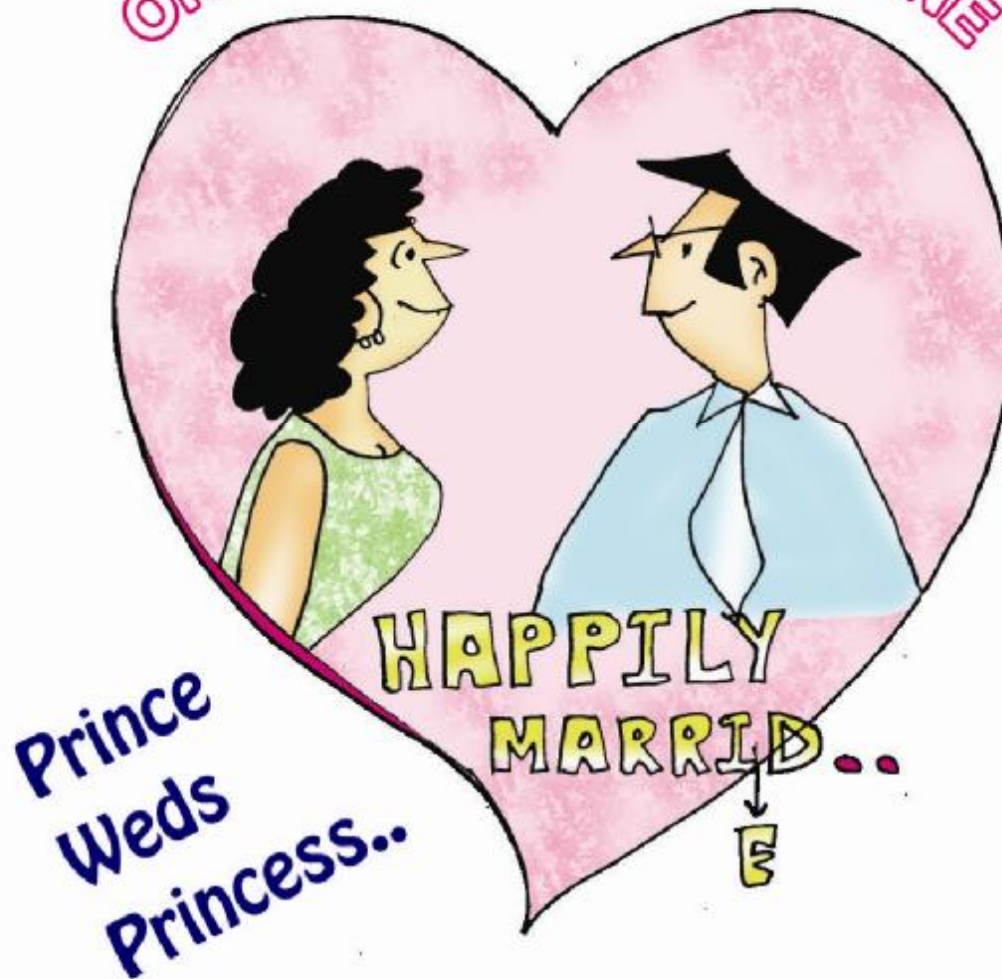
# PRince

by- Triambak Sharma

www.cartoonwatchindia.com  
cartoonwatch@gmail.com



ON THE 60<sup>th</sup> ISSUE of E-ZINE



On 28<sup>th</sup> Feb 2011

It is always good to marry a  
Girl before **BUDGET!!**

## PResenters of *PReSENSE*

---



**K. Srinivasan**  
Editor-in-Chief



**V. Rajendran**  
Strategic Editor



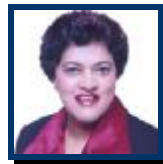
**Triambak Sharma**  
Cartoon Editor



**Jhon Arokiaswamy**  
Consulting Editor



**Susan Koshy**  
Coordinating Editor



**K. Bhavani**  
International Editor  
(South Asia)  
Singapore



**Archana Verma**  
International Editor  
(USA)

---



**Awards**

Published by  
Prime Point Foundation

Feedback and sponsorship  
[editor@corpezine.com](mailto:editor@corpezine.com)

Past issues may be downloaded from  
[www.prpoint.com](http://www.prpoint.com)  
[www.primepointfoundation.org](http://www.primepointfoundation.org)  
[www.corpezine.com](http://www.corpezine.com)

Listen to India's first pod-magazine  
[www.poduniversal.com](http://www.poduniversal.com)  
one stop shop for podcasts on all subjects

To subscribe to this ezine.  
[www.prpoint.com/PR-e-Sense](http://www.prpoint.com/PR-e-Sense)