

PRESENSE

Spreading Positive Vibrations
Issue No 145 – March 2019
Published by Prime Point Foundation

Cover Story of the Month



Social Media & Election

In This Issue:

- P4 Editorial – Let's Show Our Finger for the Right Reason – Let's Vote!
- P5 Cover Story – Is Social Media the Game Changer for General Elections 2019?
- P9 Doordarshan – An Interview with DD Director-General
- P12 The Global Educational Scenario – Part I – School Education
- P15 Princeton
- P16 Digital Disputes

Contact

editor@corpezine.com

www.corpezine.com

www.digitalpresense.com



PreSense Congratulates Indian Scientists



On Wednesday, 27th March 2019, India joined a select group of three nations with anti-satellite capabilities, when scientists of the Defence Research Development Organisation (DRDO) successfully developed, with indigenous technology, a Ballistic Missile Defence (BMD) Interceptor and launched it to destroy one of India's own low-orbiting satellite in a high precision test called "Mission Shakti". The test missile was launched from Dr APJ Abdul Kalam Island in the state of Odisha.

India has thus confirmed its capability to safeguard its space assets and defend the country's interests in outer space, while maintaining its stand against weaponisation and arms race in outer space.

PreSense lauds the stupendous effort and achievement of the DRDO scientists.

You can download the earlier Editions of your eMagazine, PreSense from

<https://www.corpezine.com>



From the Desk of Editor-in-Chief



Greetings from all of us @ The Editorial Team, to our readers. And our hearty congratulations to our very own scientists who have achieved yet another landmark when they launched a test missile to establish India's capability to safeguard its outer space premises.

The General Elections to the 17th Lok Sabha will be held over the next two months of April and May to elect 543 Parliamentarians. It is a mammoth and crucial exercise that will be conducted by our able, efficient and professional Election Commission of India. In the run-up to these elections come the campaigning by the participating political parties and candidates. At this point, as we prepare ourselves as a participative electorate, the editorial emphasises the importance of fulfilling our duty and responsibility as citizens of India and eligible voters, by casting our vote when the polling day arrives.

The social media has been playing an active role in influencing the electorate's voting opinion with news, both real and fake. Much of the social media is accessed on the smartphone by a majority of Indians – the elders and the youth, the literate and the illiterate, urban dwellers and villagers. According to a research survey, India has 450 million smartphone owners, as against 155 million in 2014, when the country's last general elections took place. Our cover story takes an in-depth study on the impact of the social media on the coming elections.

In our last month's issue of PreSense, we took you through a journey of our very own Doordarshan Television Network that will complete 60 years later this year. This month, we carry an interview with Doordarshan's Director-General, Ms Supriya Sahu, in recognition of the impactful role Doordarshan has played in many of our Indian households over the years.

There is little dispute that right education is the key to a well-informed, mature and productive society. Our article on education and its global standing, highlights some of the factors that influence the quality and standard of education globally and locally.

Technology is an essential part of our lives and with it comes its share of complications and disputes. We carry a brief article on the issue of digital disputes for your light reading.

Princeton is present in this issue, as usual.

I hope you will enjoy this edition. Please share your feedback with us at editor@corpezine.com. Your feedback is important to us.

Susan

**Please download in PDF format from the link below,
the third edition of the Digest titled PreSense130,
containing select articles from 130 issues of the ezine PreSense.**

<http://www.prpoint.com/ezine/presense130>



Editorial

Let's Show Our Finger for the Right Reason – Let's Vote!

April and May 2019 are going to be a couple of important months to decide who will take charge of governing our country for the next five years (hopefully). The elections to the 17th Lok Sabha will be held all over India in 7 phases from April 11th till May 19th. Yes, this means the respective constituencies which will have the polls, will get a holiday to enable the voters to reach the polling booths and exercise their franchise. Over half of our population being youth, and a large number of new voters in the fray, the young people with their voices and spirit need to be part of the responsible group that will translate its opinions, criticism and cynicism into votes in the ballot boxes.



We come across daily news of people who raise their voices on debate platforms, through writ petitions, in the various courts, and across the streets, in vocal and behavioural assertion, to reiterate and claim their legitimate rights as citizens. The right to vote is a fundamental privilege under the Constitution of India. We need to exercise that right as our fundamental responsibility, by casting our vote for our next candidate, after informed consideration about those who are standing to be elected.

An ancient folktale tells about a king who wanted to teach his kingdom of lethargic and lacklustre citizens, an important moral lesson. Therefore, one day, he asked his people to contribute a cup of milk per family, pouring it into a covered vessel laid out in a public place, for distribution later on, to beggars lying outside the wall of the capital city. At the end of the day, in the presence of his people, the king commanded the vessel to be opened. To everyone's shock and dismay, the 'milk' was so diluted that it looked like whey rather than milk. Apparently, most of the household families thought their one cup of water into the large collection of milk, did not matter and would go unnoticed. That was when they realised that the moral responsibility and contribution of each and every household member, mattered. Similarly, every vote that is cast and not cast, counts for our country.

Irrespective of what the result will be – whether in favour or otherwise, we need to get out to the polling booth and participate, using the ballot. As the ancient scriptures wisely advise, let us be focussed on what we need to do, irrespective of the outcome, which will depend on the sway of the majority of the votes cast. The outcome does not diminish the importance of our personal responsibility to exercise our franchise and be part of a vibrant electorate and responsible partakers in our country's future in governance and development.

So, let us awaken our spirit of responsibility. Let us arise and go for the ballot in the polling booth, even if it means waiting in long-winding queues and travelling long distances, and spending much of the day to accomplish this duty. That is why they give us a holiday from regular duties – to fulfil this fundamental duty.

Come, let's vote! Let's hold our finger up for the right reason!

by Susan Koshy, Editor-in-Chief



Cover Story

Is Social Media the 'Game Changer' For Indian General Elections 2019?

Indians experienced the impact of the social media in elections' campaigning for the first time in 2014. Many technology tools were used then. The voters who were used to the traditional style, experienced a different kind of campaigning which was run through internet tools. The then BJP party candidate and Prime Minister-designate, Narendra Modi used these tools effectively. In 2016, the social media was utilised in full swing during the US Presidential Elections.



Growth of Social Media

Internet tools are used in elections' campaigning across the world since 2012. Facebook, Twitter, YouTube, Instagram and WhatsApp are mainly used in India for political communications. The penetration of the mobile phones in India over the past five years, and the availability of internet data at very low cost, has increased its use in political communication and in a highly competitive manner by political parties.

Between 2014 and 2019, mobile subscribers have gone up by 32% and internet subscribers have gone up by nearly 12 times. The entry of Jio as service provider has revolutionised data usage by smartphone users.

Category	No. of Mobiles in millions		Tele-density for Mobiles in %	
	Jan 2014	Jan 2019	Jan 2014	Jan 2019
Urban	529	654	139	157
Rural	364	528	42	59
Total	893	1182	72	90
Internet	42	522		

Source: TRAI website

Social media users have gone up from 125 million in 2014 to 360 million in 2019, with a three-fold increase. This has created more challenges for political parties. The social media remains both a boon and a bane for the political parties.

"The early movers in the social media have gained a lot. Their early gain in the social media is still there but it is fast eroding with others playing quick catch-up, especially in the rural constituencies. Newer tools and micro segmentation analytics that can precisely predict user clusters/user behaviour, using AI (Artificial Intelligence) and Deep Learning technologies are now being used", says Srinivasan Venkatraghavan, social media data expert.

Political Parties in Social Media

Currently, all political parties at the national and regional levels, are using social media tools extensively for their political communication. Prime Minister Narendra Modi has more followings in the social media than frontline Opposition leader, Rahul Gandhi. Interestingly,



during March 2019, Rahul Gandhi's tweets were more re-tweeted than those of Narendra Modi.



On 27th March 2019, Prime Minister Narendra Modi announced the achievement of DRDO scientists in 'Mission Shakti'. Both Narendra Modi and Rahul Gandhi tweeted on this issue. Narendra Modi's tweet had more re-tweets than that of Rahul Gandhi.

These social media engagements are also taken up by mainline media like the television and the print media. Therefore, the views from the social media are discussed outside the social media too.

Almost all the parties are using WhatsApp groups to communicate their messages and instructions to their last mile workers. They also use WhatsApp groups to transmit their messages to potential voters.

According to the Election Commission data, 25 million new voters were added in 2014 and 45 million in 2019. The total number of voters in India is around 900 million. The new voters, particularly from the younger age group, should not be taken for granted.

Traditional and Social Media Campaigns

Two questions emerge while considering the type of campaigning to use to reach potential voters:

- whether the social media communication could influence voters to vote in favour of the candidates, and
- whether the young voters who spend more time on social media, would actually go to the polling booths to cast their votes, since the campaigning style itself has changed over the past five years, due to the emergence of the social media.

Interestingly, during the 2014 and 2016 elections, Jayalalitha in Tamil Nadu did not bother about the social media, to the extent that even the party's website was not updated. She resorted to traditional campaigning, by personally reaching out to the people. Even though the other parties used the social media extensively for their campaigning, Jayalalitha and her party swept the polls. According to Bhanu Gomes, a political analyst, the social media does not add much to the existing charisma of mass leaders. The social media is only complementary for them.

Opinions are divided when assessing whether young voters would go to polling booths for voting on election day. According to many party workers who work at the ground level, only very few of the youngsters in the past who had shared their strong views on social media platforms, had actually gone to the polling booths to vote. With the Election Commission currently on an aggressive campaign mode for 100% polling, it is expected that many more youngsters will go to the polling booths on the election day to cast their votes.



It is the opinion of almost everyone who was asked, that the social media would have some impact in influencing potential voters. When the engagements of the social media are picked up by the mainline media, they assume greater significance. Those topics are picked up for discussion and debate by the mainline media, and are also discussed by the people.

“The uneducated voter may not be influenced by the social media, as he goes by various other parameters to vote for a candidate”, says Ranganathan, digital media consultant.

According to C H Sekhar, Ex-MLA (Member of Legislative Assembly), who contested the elections three times before, there is an increase in the impact of the social media in influencing the voters. “In my view, about 10-15% of the voters can be influenced by the social media. There are fence sitters in every constituency. They may not be unduly influenced by a single message. They will compare and analyse fully before voting. However, the social media will also help them in taking a decision. The trending in the social media about a week before the polling date, can influence greatly”, he added.

Social Media		
		
Twitter - followers	46.6 M	9.1 M
Facebook - followers	45.0 M	2.0 M
Instagram - followers	19.6 M	0.6 M
Twitter – Average retweets *	5.8 K	9.0 K

* Average for the last 25 tweets in Mar 2019

Dr Y S Rajan, eminent scientist and co-author of the book, *India 2020* with Dr Abdul Kalam, says that the middle-class and the lower middle-class people take the elections seriously. The social media reflects the mood of the middle-class. The people of the upper middle class do not take the elections seriously. It is doubtful how many of them go to polling booths. Information not carried by mainline media, is usually circulated in the social media.

Many political leaders agree that the campaign model has changed. K T Raghavan, a senior leader of a national party agrees that political parties have to depend on social media to reach out to their party workers and voters, due to the restrictions imposed on wall posters and street meetings. He agrees that the penetration of the social media is more than what it was in 2014, and that political parties do face the challenge of converting this into votes.

Generally, the voters decide their votes, based on the political party rather than the candidate. Around 10-15% of the fence sitters may vote according to their last-minute perception, influenced either by the party or the candidate. These would be the deciding votes. Everybody agrees that the social media can influence this segment of fence sitters to take their decision.

Challenges

Even though the social media helps political parties to run their campaigns to reach their target audience, it also poses great challenges to the parties.

“Innumerable fake news generating agencies have come up. They spread YouTube videos out of context. Fake news, misinformation, disinformation and malinformation (malicious information) are already playing a major role in communication, in the run-up to this year’s elections. Emotional messages are transmitted. Even rural people view WhatsApp messages, which are transmitted in the local languages”, says C J Singh, Strategic Communication Consultant from Chandigarh.



Many political workers and supporters have started circulating fake news and memes to malign their opponents, without realising that they could boomerang on them too. WhatsApp groups are flooded with fake news. They run the risk of influencing the people to take decisions, based on misinformation or incorrect messages received by them.



In the recent years, memes have become popular in the social media. Meme creators use text, image and video to convey political messages in a humorous way. "Entertainment-oriented humorous memes in regional languages are used by political workers to attack their rivals. People enjoy memes. Memes can create crisis situations for even senior leaders", says Sridhar Raj, President of Next Gen Political Leaders Forum (NGPL).

It is also reported that some foreign countries are interfering in the election campaigning, using the social media to create confusion in India during its run-up for elections. On 1st March 2019, some opposition parties at Chennai campaigned against Narendra Modi with a global trending of #GoBackModi. According to Ranganathan, social media trend analyst, nearly 58% of the tweets originated in Pakistan and 6% in UK, much to the shock of the opposition parties, which had initiated this trending. Strangely, Chennai which started the campaign had only 4%. According to Ranganathan, such trending might not impact much as they are short-lived.



However, when the trending is carried through the mainline media, it reaches a larger section of the people.

Wrap Up

According to many experts, General Elections 2019 can show around a 5% swing in the voting pattern, due to social media. Every 1% swing makes a difference for the candidates. As the social media does not have any regulator at present, fake news will continue to pose greater challenges to the political parties and its candidates. Even though the Election Commission is taking active steps to regulate social media advertising, it would be difficult to totally eradicate/prevent fake news, misinformation, disinformation and malinformation. This throws more responsibility on the citizens and social media users. Every citizen should ensure that wrong information is not circulated in the social media, which can destroy the credibility of the genuine candidates. Mainline media should take efforts to create awareness among the people for responsible use of the social media, instead of looking for sensational news.

by K. Srinivasan, Publisher and Mg. Editor, PreSense



Nation

Doordarshan (DD) Which Touched Indian Households

"DD - operationally profitable, globally one of the largest TV networks, equipped with the most modern technology with nearly 200 million viewers"

- DD Director-General, Supriya Sahu IAS

(As Doordarshan gears up to celebrate its 60th birthday this year, Doordarshan's Director-General Ms Supriya Sahu IAS, spoke to our Consulting Editor, T.N. Ashok about the growth, challenges and future outlook of DD).

Excerpts from the Interview:

India is emerging as a major leader in TV broadcasting with a humongous viewership. Can you trace the journey of Doordarshan from a small TV station in the 50s to a large TV network today that caters to millions of viewers across the nation?

Supriya Sahu: Today, Doordarshan is one of the largest broadcasters in Asia and in terms of our broadcast capability, it is comparable with United States, China or any other country. Doordarshan always stood for credible content, based only on factual and correct information, for generations of viewers from the beginning till today. We have delivered meaningful programmes that have changed and impacted the lives of people positively, and also championed national progress. It has helped build national consciousness, and promoted economic empowerment of the country.



Ms Supriya Sahu IAS, Director-General, Doordarshan



We broadcast in more than 18 languages and make programmes in hundreds of local dialects. Most of our regional channels have doubled their viewership. A loss-making DD is now profitable. It has generated operational profits in the last two years.

- DD Free Dish, India's only open access Direct-To-Home (DTH) service provided free of cost, is servicing nearly 33 million households and is expected to reach 46 million by 2020 (Ref: E&Y Report, 2017). With just a one-time investment of Rs.2000/- for installing DD Free Dish, there is no subscription cost for life thereafter. DD Free Dish offers an interesting bouquet of 80 channels with a combination of news, sports, entertainment, music, movies and infotainment. DD Free Dish is popular with people who are not able to afford the expensive bouquets of private channels.
- DD News has created a niche for itself as it stands out against the cacophony of the private channels. In an era of hyper-sensation, DD News still retains its credibility, such that if you want to watch news as it should be, you just need to tune in to DD News.
- In December, 2018, using modern technology, DD launched 'DD Roshni' – an education channel on the DTT (Digital Terrestrial Television) Network in Bangalore City.
- Doordarshan has been an active member of the Asia-Pacific Broadcast Union (ABU) and pioneered the first ABU Dance Festival in 2017, hosted in partnership with the Government of Telangana and with the participation of 14 international teams from 9 countries. The second ABU Dance Festival was held in New Delhi during March 9th-17th, 2019 with 120 dancers from 12 countries showcasing 20 dance forms. This was telecast live on all the flagship channels of ABU countries.
- In addition to these prestigious assignments, Doordarshan has also undertaken several co-production projects including 'Future Schools Project' with EBS (Educational Broadcasting System), Korea.
- Our programmes are finding resonance with our viewers. An example is DD Science, a high-quality science programme.
- In the 'free to air' space, there is no content for children, which private channels offer. DD presents "Galli Galli Sim Sim", in line with the famous international children's programme, Sesame Street.
- Another feat is the Mahila Kisan Awards, where we brought 104 women farmers to our studios, and televised stories about them in the form of a reality show. DD recognised them, awarded them, and highlighted their stories to inspire other farmers.
- For the younger generation, we launched a Rock Band Show, showcasing upcoming bands from smaller places.
- In the last three years of our tenure, we have built up a strong social media presence. All the channels are on Twitter, Facebook, and YouTube, and we are on Instagram. That is something that has connected us to the young viewers and the next-gen citizens in a big way.

In its 60-year journey, how has DD been able to upgrade technologies that give the network a competitive edge over others?



Supriya Sahu: DD has a state-of-the-art technology for upgrading its broadcast infrastructure.

- Our studios have the latest HD (High Definition) cameras. We acquired about 300 HD cameras, upscaling the capability of 67 studio centres.
- One of DD's biggest strengths is live broadcast from India's remotest parts. Apart from large and complex broadcasting events of national importance like the Republic Day, Independence Day etc, we have huge in-house professional expertise in live broadcast coverage of news, sports, and entertainment. This is one of the corner stones of DD's broadcast capabilities.
- We have 30 Outside Broadcast Vans and 96 DSNG (Digital Satellite News Gathering) vans spread across the country for quick deployment. We also have backpack cameras for news coverage.
- DD is the earliest broadcaster to ride on ISRO satellites GSAT-15 and GSAT-17, for digital transmission – one at Mumbai and the other at Delhi. Today, most of our live telecasts are in HD format, and this includes the news bulletin and the coverage of international events. We have 24 channels in our kitty, and they are all on satellite and on cable and DTH.

What is the outlook for Doordarshan for the future?

Supriya Sahu: Our programming is primarily in the nature of public broadcasts. We need to make programmes which are good for the community, impactful, thought-provoking and targeted at nation building. It should touch the lives of the people in a positive way. So, with sufficient government funding, we do not need to worry about TRPs (Television Rating Points). A holistic outlook for each of the channels should help a comprehensive content overhauling.

Thanks to the Rs 200 crore (Rs 2 billion) funding by the government to revamp the content, and with the support of the board of Prasar Bharati and under our current Chairman, I think the future path for DD is now laid out well.

by T.N.Ashok, Consulting Editor



Digital Security Association of India

Regn No.1261/17; website: www.disai.in ; email: info@disai.in

Workshop on "Securing the Cyber Space and the Digital Consumer"
on 27 April, 2019: 10.00 AM – 5.00 PM
at Raman Auditorium, AC Tech Building Anna University Campus, Chennai.

Inauguration by Hon'ble Dr Justice S. Tamilvanan,
 President, State Consumer Disputes Redressal Commission, Chennai.
 Bank Executives, CEOs of Corporates, Police and other Officials
 will address various sessions.

For details contact: **Shri C Badri +91 9840504327** or email: info@disai.in



International

The Global Educational Scenario - Part I - School Education

What Does Education Mean to Mankind?

Education involves the acquisition of knowledge, learning of skills and guiding/leading others. The word education has two etymological sources, namely "educare" and "educere". These two Latin origins are sometimes used interchangeably. "Educare" means "to mould" or "to train" while "educere" means "to lead out" or "to lead forth" or "to bring out and bring forth what is within". Education ensures significant progress at the personal and societal level. The higher the educational level, the higher the nation advances economically.

Education Systems in India, Finland, Singapore, USA, Australia and Hong Kong

The Education system in India is based on 5 years of primary education and 3 years of upper primary, followed by 2 years of high school, from the age of 6 upto 16 years. This is followed by 2 years of higher secondary education and finally 3 years of college education for a bachelor's degree.

Let us examine some of the countries that are well-known for their good standards of education. In Finland's education system, compulsory education starts at 7 years of age, with a maximum of one year of pre-school education. There is a national core curriculum, but the timetable and the delivery are left to the schools and teachers. There is no selection in terms of formal tests or national examinations at any stage prior to higher education until matriculation (end of secondary education), at which stage it is required for entry to post-19 education.

The education system in Singapore which is considered among the best in the world has a scheme of Pre-school (3-6), compulsory primary education (6-12), secondary education (12-17) and tertiary education. It is worth noting that at the end of primary schooling, children have to write the Primary School Leaving Examination which is highly competitive and decides the secondary school allocated to the child.

The education system in USA is based on free and compulsory primary and secondary education; however, the age by which children are compelled to begin and allowed to finish education varies from state to state. Typically, education is compulsory from first grade (usually at age 6) to tenth grade (age 16). At the end of the secondary school, most students sit for the SAT (Scholastic Aptitude Test) examination in order to pursue tertiary education.

The education system in Australia is based on compulsory primary and secondary education from the age 6-19. Prior to primary education, there is pre-primary education which is not compulsory. After secondary education, there is tertiary education at universities or technical schools.

In most countries, education is compulsory up to the age of 16

The education system in Hong Kong consists of a voluntary three years' kindergarten, compulsory 6 years of primary and 3 years of secondary education, selective 3 years of senior secondary based on performance, and finally tertiary education offered at universities.



If we summarise the education system of most of the countries in the world, we find that primary and secondary education is free and compulsory in many countries around the world. In most countries, education is compulsory up to the age of 16.

Policy Responses to Private Tutoring / Assisted Learning

Governments of different countries have adopted one of the following approaches in response to the phenomenon of private tuitions, namely, the *laissez-faire* approach, monitoring but no intervention approach, regulation and control approach, encouragement approach, mixed approach, and a prohibition approach. Many countries view private tutoring as an assisted mode of learning.

Development of Individuals, Societies and Nations through Education

Education is recognised worldwide to benefit individuals and promote national development. Educating girls and boys produces equal increases in their subsequent earnings and expands the future opportunities and choices for both boys and girls. The meaning, purposes and benefits of education all ultimately point towards the economic advancement of the country. Education is the only tool through which we can transform a nation. Therefore, every country must have the best methods of teaching, evaluation and continuous improvement, based on international benchmarks.

Finland - A Role Model

The school education system in Finland is deemed to be the best in the world (*Ref. video: https://www.youtube.com/watch?v=E_W2oS6HvTo*). Finland has high levels of literacy and mathematics. The students must take many important classes like physics, mathematics, chemistry, biology, human geography, history, music, two foreign languages. The country provides equal opportunities in education for all its citizens. This opens the door for many opportunities in the global job industry. One of the major reasons behind the success of education in Finland is that its teachers undergo very high levels of preparation, as compared with other countries.

Why Finland Teaches Better than India

- Finland grooms its school teachers to very high standards of education in preparation. Every teacher is screened for his/her suitability before being appointed and the levels are continually evaluated and re-oriented, to ensure that high standards are maintained. With this grooming, every teacher considers his/her job a national mission. They are highly valued and revered as Finland considers childhood as the foundation for lifelong development. Their pay levels are also very high. Finland's teachers are encouraged to create their own mini-laboratories for teaching styles, keeping what works and scrapping what does not.

Finnish students have little homework as the Finnish regard time at home for connecting with the family with quality time. In India, children are burdened with homework and additional assignments so that they are left with little family and personal time.

In India, the average quality of its teachers dips, when compared to that of teachers in Finland, based on the measurement of global metrics, warranting a tighter selection and orientation procedure. Besides, the teachers in India have to follow a



standardised curriculum and syllabus, constrained by the timetable to complete it within the time frame, to provide their students enough time to prepare for the standardised and competitive examinations at the end of the year. Even though the government-level pay scales for teachers are reasonably good, the motivation towards the profession is not rightly skewed. Most private schools pay their teachers poorly, while setting high expectations and targets with little compensation or motivation.

- All Finnish students are given a similar standard of education without differentiating students from different economic and societal levels. As far as students and parents are concerned, there is no 'competition' while studying, only cooperation. Finland has no private schools. Every academic institution in the country is funded through public money. Teachers are trained to issue their own tests instead of standardised tests. In India, competition is high as each educational institution strives to 'produce' high results as a measurement of its standards. Private tutoring is also often required to compensate for the poor standard of education in schools in general. They are usually very expensive and unaffordable for the poorer students.
- Finland continuously monitors its education standards with a global perception, and revises its own standards upwards periodically, taking into account the national ambition to be on the top in education. There is little political interference in formulating its policies. In India, the education policy is in dire need for review to bring about a better qualitative level of learning and skill training.
- Finnish law requires teachers to give students 15 minutes of playtime for every 45 minutes of instruction. Playtime is important in their curriculum. Studies have found that students given at least one daily recess of 15 minutes or more, behave better in school and do better in assignments.

We find playgrounds and playtime disappearing from the schools in India, especially among the newer ones that have emerged over the recent years. Students are driven to excel only academically, with little time for extra-curricular and sports activities, even though these are essential for the wholesome development of the personality of the child.

- Finnish students have little homework as the Finnish regard time at home for connecting with the family with quality time. In India, children are burdened with homework and additional assignments so that they are left with little family and personal time.
- Since 1978, Finland provides free meals to all pupils, in all classes, in all schools in the country. In India, many state Governments do provide noon meal schemes, but it is not a national scheme.
- Since the Finnish people are appropriately educated, they ensure the election of the right law makers. If the economic performance of the incumbent party is good, they are voted again otherwise their vote goes for the opposition. Election campaigns have only news value and they do not sway opinions. India has a long way to go before it can boast of a good education policy that will benefit its children and the growing generation of future citizens and stakeholders of future India.

Conclusion

Education is the key to everything that is good in our world today. All the children must be initiated into compulsory and good standard of education to mould and motivate them so that they can, in turn, contribute to the development of their nation and to the entire mankind, as they pursue their own personal goals that sync with those of the nation and mankind.

by Prof R. Jagannathan, Editorial Advisor





PRince

By- Triambak Sharma



www.cartoonwatchindia.com

cartoonwatch@gmail.com

Never
UNDERESTIMATE
the Power of small
DOT in your left
hand...

General
Elections
2019
Vote is Your
VOICE...



TRIAMBAK
SHARMA



Technology

Digital Disputes

From e-commerce, email, e-banking and e-payments to e-everything, the buzz-word today is to prefix a word with "e-" and make it digital! The entire world is going digital. Naturally, we have to gear up for digital disputes too. If we buy goods physically from a shop in a nearby mall, we go there to discuss the issue and sometimes return the same or take remedial steps. If we buy goods online and the goods prove defective, what happens? Do we incur the expenses of re-packing and mailing it back, and then claim refund? In such a case, if the return or any other terms of the contract is disputed, where do we go? Even assuming we are not importing it and are buying it locally, under whose jurisdiction does the transaction fall? Interesting questions.....often debated and decided by courts too, based on the nature of transactions, type of goods, the legal remedy arising out of contravention and the Act under which the action is governed.

The strength and popularity of e-commerce lies in the statement that the biggest cab operator does not own a single taxi, the biggest caterer does not produce a single food item, the biggest real estate agent does not own a single building and so on. So perhaps, the biggest retailer does not stock a single provision or grocery item. All these are just technologically strong middlemen. Hence the disputes arising from these transactions too, are more technological or techno-legal to be precise, and less physical. Although the Information Technology Act 2000 recognises electronic records as valid evidences – a position which has almost stabilised for nearly two decades now – the legal status of e-commerce, especially for the small-time consumer, continues to be often debated. This consumer is often unsure about his options and whom he could approach in case of a dispute.

"Caveat Emptor" is a Latin phrase and an old adage to mean "Let the buyer beware".

Basically, it is the terms of contract of sale that govern the transaction and naturally, the terms have to be read thoroughly. In practice however, especially when the terms of a contract or agreement run into pages, at the end of which is an "I Agree" button, we simply scroll down to the final page and click that button to proceed/continue. How many of

us do actually read the entire document, and understand it?

A simple legal redress is that a contract is materialised when an offer is accepted by acceptance, and at the place where accepted. Hence to put it in simple words, an e-commerce transaction is completed as a contract and in case of a dispute, the buyer's place will have jurisdiction. This simple issue of a sale transaction can get complicated if the seller is abroad or the buyer's place itself is ambiguous ie a person residing abroad, ensuring delivery in an Indian city and making payment from a foreign bank and foreign branch.

"Caveat Emptor" is a Latin phrase and an old adage to mean "Let the buyer beware". In other words, the buyer is to be cautious about the nature of the goods bought ie on an 'as is where is' condition or something to that effect. Perhaps, in an e-commerce, it should be "buyer e-beware" ie the buyer should electronically or even excessively beware of the terms of the trade.

by V.Rajendran, Editor



Presenters of *PreSense*

Editorial Team



K. Srinivasan
Managing
Editor



Susan Koshy
Editor-in-Chief



V. Rajendran
Editor



T N Ashok
Consulting
Editor



**Triambak
Sharma**

Editorial Advisors



Dr R Jagannathan



**Dr Sudarsan
Padmanabhan**



**Dr Prabhakar
Krishnamurthy**



Awards

Published by
Prime Point Foundation

Feedback and sponsorship
editor@corpezine.com

Past issues may be downloaded from
www.primepointfoundation.in
www.corpezine.com
www.digitalpresense.com

Listen to India's first pod-magazine
www.poduniversal.com
One stop shop for podcasts on all
subjects

To subscribe to this ezine
www.prpoint.com/PR-e-Sense

