

PR SENSE

Spreading Positive Vibrations

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Mother Earth



Celebrating
Earth Day
22nd April

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Contact

www.corpezine.com

editor@corpezine.com



From the Desk of Editor-in-Chief

We are pleased to release the 85th edition (April 2014) of your ezine, PreSense containing interesting contents. Now, we are in the midst of General Elections and within two weeks, the nation would have elected the new Government.



As we celebrate our democracy through the General Elections, we should also remember and salute the great martyrs who sacrificed their life during the freedom movement. In this edition, we have brought insights about the Amritsar

massacre, which triggered the freedom movement.

On the political side, we have discussed the Gujarat development model, which is under controversy.

Every year, the world celebrates 22nd April as Earth Day. In our cover story, we have focussed on the need for protecting our 'Mother Earth'. We are confident that you will continue to enjoy this edition too. Please share this ezine with your contacts and also send us your feedback.

K. Srinivasan



PreSense Salutes the Martyrs of India

PreSense joins the nation in reverent salute, and bows the head in mournful homage to the Indian army personnel, who died on Friday, April 26, 2014, while battling against militants in the Shopian area near Srinagar in the northern-most Indian state of Kashmir. The militants were downed by them before they succumbed to bullet injuries.

Major Mukund Varadarajan of the 44th Battalion of the Rashtriya Rifles, hailed from the southern state of Tamil Nadu, and the soldier (*jawan*), Sepoy Vikram Singh is from the northern state of Haryana.

We remain ever grateful to them, and to the entire Indian Army for protecting our freedom and our peace, with commitment and service, and sadly, sometimes with death.



Cover Story

Mother Earth



'Earth provides enough to satisfy every man's needs, but not every man's greed'
– Mohandas K. Gandhi

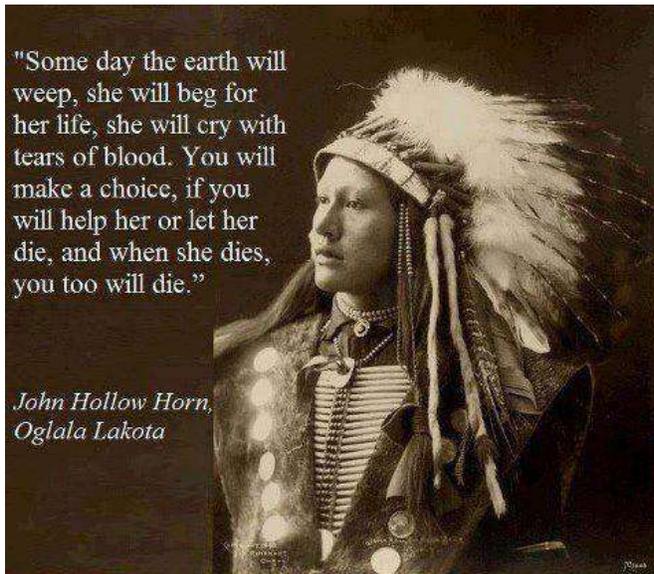
Our Earth, reverently called Mother Earth, is as alive as any other living being. Mother Earth constitutes everything that contains any or more of the five elements (*Panchamahabhuta*) – earth (*bhumi*), water (*jala*), air (*vayu*), fire (*agni*) and space (*akash*) – that constitute *prana* or life-giving energy. In Indian tradition, Earth is called *Prthvi* which means 'wide, heavy'. It is also called *Dharti* meaning 'that which bears'.

Earth Day was first commemorated on March 21, 1970, as the brainchild of John McConnell, a newspaper publisher and influential community activist. He proposed the idea of a global dedication called Earth Day, at a UNESCO Conference on the Environment in 1969.

A month later, 'Earth Day' was celebrated as a movement in the United States of America on April 22. Student-groups from several colleges staged protests against environmental deterioration, to create public awareness. April 22 is celebrated as the official World Earth Day since April 22, 1970. The theme for this year's World Earth Day was "Green Cities". The day was celebrated in 192 countries.



Today, in the name of progress and prosperity, buildings replace trees in most major cities.



"Some day the earth will weep, she will beg for her life, she will cry with tears of blood. You will make a choice, if you will help her or let her die, and when she dies, you too will die."

John Hollow Horn,
Oglala Lakota

Water bodies disappear to make way for residential and business complexes. The city is the centralised congested hub to which people from the rural areas migrate, in search of livelihood. This is in stark contrast to the era in ancient India, when most of the local community lived in villages with abundant greenery in their surroundings. Every village had its own water body called *Pushkarni*, which nourished the greenery in the village surroundings. The villages supported the cities. Agriculture flourished in the villages. Manufacturing of products such as steel, zinc, copper, too happened in the villages, with the cities acting as trading hubs. The ecological footprint was thus spread out.

Bhumi Sukta (homage to Mother Earth) from the *Rig Veda* (ancient Indian scripture) speaks of the need to appreciate life-giving Earth and the need to keep it sustainable for generations to come.

Most of the human achievements over the past 10,000 years - cities, industrialisation, commercialisation and global population of 7 billion - have also raised the demands of the people, stretching the resources of Earth to near-breaking point, through insensitive depletion of its resources. To enlist a few examples:

- With the excessive use of certain chemicals containing chlorine and bromine (ODS or Ozone Depleting Substances), the sky has developed an ozone hole, exposing Earth and all its beings to the harmful ultra-violet rays of the sun.
- Dammed rivers have starved the ocean of sufficient water, upsetting the global water cycle. Even the rivers are dying, contaminated by toxic materials from industries, leading to global warming.
- Vehicles cluster the roads, emitting life-endangering carbon dioxide.
- A large quantity of plastics in the form of foods packages, bags, bottles, articles and toys are generated and disposed of recklessly, piling a non-degradable heap of garbage in the backyard of multiplexes.
- Forests and green land are replaced by the concrete jungle, little realising that forests play a major role in the sustenance of the rain cycle. And then, there is fretting and fuming among the people about failed monsoons and rains.
- Wild animals are forced into towns and villages that were once their jungle-homes, and then killed.
- While large populations of animals are killed or sterilised to control their breeding, the human population grows unlimited.



A thought-provoking quote from the Hollywood movie, Matrix states:

'Every mammal on this planet instinctively develops a natural equilibrium with the surrounding environment but you humans do not. You move to an area and you multiply... until every natural resource is consumed and the only way you can survive is to spread to another area. There is another organism on this planet that follows the same pattern. Do you know what it is? A virus. Human beings are a disease, a cancer of this planet'.

The urgent need of the hour is to stop and think about what we as custodians of Planet Earth, can do, to stop this 'gang-rape' of the planet. Let us, together and individually, sensitise ourselves and others towards saving the Earth.

- ✓ Let us take that extra effort to avoid plastics. Let us use our own bags and our own water bottles.
- ✓ Let us car-pool, use the public transportation, use the bicycle or walk to health, as often as we can.
- ✓ Let us desist from using environment-harming chemicals.
- ✓ Let us plant trees and saplings and more importantly, nurture them through their lives and our lives.
- ✓ Let us be sensitive to our fellow creatures in birds and animals. Let us respect their home space in nature, along with ours.
- ✓ Let us realise that we are infesting the earth. We need to control our population.

Small but persistent steps in the right way, will surely help wean the Earth away from the fatality it is threatened with today.

'The earth does not belong to man, man belongs to the earth.... Man did not weave the web of life; he is merely a strand in it. Whatever he does to the web, he does to himself.' – Chief Seattle (a native Indian chief of the North American continent)

By Susan Koshy, Editor, PreSense with input from D K Hari www.bharathgyan.com/

The man behind the designing of Electronic voting machines

Mr Rangarajan (1935 – 2008) was the key person to design the Electronic Voting Machines (EVM) used by Election Commission presently. As an engineer, he was heading the team that designed the Electronic Voting machines at Bharath Electronics Ltd., Bangalore. During his life time, he had written more than 100 Tamil novels and 250 short stories. He used to write with the pen name 'Sujatha'. His writings are quite popular.



He deserves 'Padma Vibhushan' Award posthumously for changing the way Indian elections are held. .



Ancient Indian Wisdom A Season of New Years in India

India enjoys a varied celebration of the New Year, depending on the region it is celebrated. These new years follow the Indian calendars, which could be lunar (based on the moon), solar (based on the sun), luni-solar or Jovian (Jupiter-based). The stars of the Zodiac are used as the markers with either the sun or the moon as the basis.



Some states as Karnataka, Andhra and Maharashtra follow the lunar-based calendar and celebrate *Ugadi* and *Gudi Padava* as their New Year, on the day after the New Moon.

The states of Tamil Nadu (celebrating *Puduvasham*), Kerala (celebrating *Vishu*), Punjab (celebrating *Baisaki*) and Assam (*Bohali Bihu*) follow the sun. The neighbouring country of Sri Lanka too celebrates the New Year typically on April 14th or 15th as the day when Sun transits into the Zodiac, Aries.

The Sixty-Year Calendar Cycle – Manava Yuga

Most of the Indian states follow an overall Jovian or Jupiter-based system where the years are counted in cycles of sixty years. Each of the sixty years has a different name, which is said to denote some qualitative aspect of the year. Once the sixty years have passed, the sixty-first year assumes the same name as the first year in the sixty-year cycle. This sixty-year cycle is called a *Manava Yuga*.

Why a Sixty-Year Calendar?

While the Earth revolves round the Sun in one year, Jupiter revolves round the Sun in twelve years and the planet, Saturn revolves round the Sun in twenty years. The lowest common denominator, which is the earliest time when both Jupiter and Saturn can meet at the similar position, with respect to the sun, the moon and the earth, is sixty years; hence this sixty-year cycle.

Calendar Reform

When India attained its independence, a Calendar Reform Committee was constituted with the renowned astrophysicist, Dr. Meghanand Saha as its head. The Committee studied all the calendars of India, comprehended the nature-based aspects of the calendars and suggested that the Indian calendar should start on March 21st keeping in mind the precession of the equinox factor that had occurred since the last calibration of the calendar. The proposal was accepted and the calendar is used for all official, government records.

By Susan Koshy, Editor, PreSense with input from D K Hari www.bharathgyan.com/



Inspiring Quote from the Speech of Dr Abdul Kalam

“The Story of My Mother”

I am always inspired by two great mothers. One is my mother and the other is mother (amma) of music, Bharat Ratna M. S. Subbulakshmi.

Embodiment of Love: In 1941 during the II World War, it was a difficult time for our family at Rameswaram. I was a ten year old boy then. War had almost reached our doors of Rameswaram. Almost everything was a rarity – from food articles to anything. Ours was a large joint family. My father’s and his younger brother’s families were all living together. The size of our family was five sons and five daughters, three of whom had families. I used to see three cradles in my house at any given time. My grandmother and my mother managed this large contingent.



I still remember an incident which I would like to share with you. As a young boy, I was walking, running or studying all the time. One day, when all my brothers and sisters were sitting and eating, my mother continued giving me *chapattis* (even though we are rice eaters, only wheat was rationed). When I finished eating, my elder brother called me privately and scolded "Kalam do you know what was happening? You went on eating *Chappati*, and mother went on giving you more. She has given all her *chappatis* to you. We are in difficult times. Be a responsible son and do not let your mother starve". I felt a shivering sensation and I could not control my emotions. I rushed to my mother and hugged her. Even though I was studying in 5th class, I had a special place in my home because I was the youngest member in the family. There used to be no electricity. Our house was lit by the kerosene lamp between 7PM and 9PM. My mother used to specially give me a small kerosene lamp so that I could study till 11PM. I still remember my mother in a full moon-lit night, as portrayed in "Mother" in my book, "Wings of Fire".

Mother

"I still remember the day when I was ten,
 Sleeping on your lap to the envy of my elder brothers and sisters.
 It was full moon night, my world only you knew Mother!, My Mother!
 When at midnight, I woke with tears falling on my knee
 You knew the pain of your child, My Mother.
 Your caring hands, tenderly removing the pain
 Your love, your care, your faith gave me strength,
 To face the world without fear and with His strength.
 We will meet again on the great Judgment Day. My Mother!

This is the story of my mother who lived upto ninety three years, a woman of love, a woman of kindness and above all, a woman of divine nature. My mother performed *Namaz* five times every day. During *Namaz*, my mother always looked angelic. Every time I saw her during *Namaz* I was inspired and moved.

Source: www.abdulkalam.com



Remembering Historic Events of the Month – April

Gory Jallianwala Bagh Massacre – 13th April 1919

It was on 13th April 1919, when Punjab was celebrating the 'Baisaki' festival, more than 1000 people, including children and old-aged of Punjab were ruthlessly killed by Dyer, who was later known as 'Butcher of Punjab'.

Why did People Gather at Jallianwala Bagh?



After Mahatma Gandhi's active entry into the freedom movement in 1915, the entire country was behind him in the struggle for freedom from the British. On 9th April 1919, two popular leaders, Dr Satyapal and Dr Saif ud-Din Kitchlew, were arrested by the Governor of Punjab, Sir Michael Francis O'Dwyer and they were deported from Amritsar. The same day, Mahatma Gandhi's entry into Punjab was banned under the Defence of India Rules. This led to a protest by the people. In the shootout, 30 civilians were killed. The angry mob went on a

rampage and killed five Europeans. Unnerved by the fury of the people, the Governor called in the army to manage the situation, and this infuriated the people further.

In the evening of 11th April 1919, Brigadier-General Reginald Edward Harry Dyer, commander of the 45th Infantry Brigade at Jalandhar, arrived in Amritsar with his troop. On 12th April 1919, he issued an order, prohibiting all meetings and gatherings.

Massacre

On 13th April 1919, which marked the Baisakhi festival, a large number of people, mostly Sikhs, had poured into the city from the surrounding villages. Local leaders called upon the people to assemble for a meeting in Jallianwala Bagh, a garden in Amritsar, at 4.30 in the evening. The meeting went on peacefully, and two resolutions, one calling for the repeal of the Rowlatt Act and the other condemning the firing on 10th April 1919, were passed. At about 5.15pm, when a third resolution protesting against the general repressive policy of the government was being proposed, Brigadier-General Dyer entered the garden through a narrow lane with 50 riflemen and two armoured cars with machine guns



Martyr well -





The narrow lane through which the army entered the garden.

mounted on them. He deployed his riflemen on an elevation near the entrance and without warning or ordering the crowd to disperse, opened fire. The firing continued for about 20 minutes, after which, Dyer and his men marched back the way they had come. 1650 rounds of .303-inch ammunition had been fired. This led to 379 being killed and 1200 wounded. Since there was no escape route, many people including children, fell into the well and died. This triggered a protest across the nation and led to the renunciation of the British Knighthood by Rabindranath Tagore.

The Fate of Dyer and O'Dwyer



Dyer

O'Dwyer

Udham Singh

After an enquiry, Brigadier-General Dyer was relieved of his army duties. Unfortunately, the Governor, Sir Michael Francis O'Dwyer defended Dyer's action.

One Udham Singh (who later changed his name to Ram Mohammad Singh Azad), a 20-year old Sikh, who was disturbed mentally by this massacre took a vow in the Golden Temple to take revenge. After 21 years, on 13th March 1940, Udham Singh assassinated Francis O'Dwyer at London. He was arrested immediately and hanged to death on 31st July 1940.

While the English media in India condemned Udham Singh for assassinating Francis O'Dwyer, the vernacular media hailed him as a hero. Mahatma Gandhi and Pandit Nehru condemned Udham Singh.

Dyer died of cerebral haemorrhage and arteriosclerosis on 24th July 1927 when he was 62 years of age.

This Jallianwala Bagh massacre triggered the freedom movement further to drive the British out. A memorial has been erected in this place.

By Sukruti A Vadula, Editorial Team, PreSense



From the Archives of E-zine PreSense – April 2008

“Don't Chase Peripherals; Lead a Qualify Life”

A group of graduates, well established in their careers, were interacting at a reunion and decided to visit their old university professor, now retired. During their visit, the conversation turned to complaints about the stress in their work and lives. Offering his guests hot chocolate, the professor went into the kitchen and returned with a large pot of hot chocolate and an assortment of cups – porcelain, glass, crystal, some plain looking, some expensive, some exquisite – telling them to help themselves to the hot chocolate.

When they had all taken a cup of hot chocolate in hand, the professor said: 'Notice that all the nice-looking, expensive cups have been taken, leaving the plain and cheap ones. While it is normal for you to want only the best for yourselves, that is the source of your problems and stress. The cup that you're drinking from adds nothing to the quality of the hot chocolate. In most cases it is just more expensive and in some cases

even hides what we drink. What all of you really wanted, was hot chocolate, not the cup; but you consciously went for the best cups... And then you began eyeing each other's cups.



Now consider this: Life is the hot chocolate; your job, money and positions in society are the cups. They are just tools to hold and contain life. The cup you have does not define, nor change the quality of life you have. Sometimes, by concentrating only on the cup, we fail to enjoy the hot chocolate God has provided us.

God makes the hot chocolate, man chooses the cups. The happiest people do not have the best of everything. They just make the best of everything that they have.

Live simply. Love generously. Care deeply. Speak kindly. Help others and needy. And enjoy your hot chocolate!!



Published in April 2008 edition of ezine PreSense

If you have a shoddy product and put up an ambulance to go around the villages as a part of your so-called "CSR", the objective is defeated. The onus, therefore, lies on the PR practitioners to clearly lay down the parameters, and inform the client, that doing well is not designed for media publicity; it has to be a part of an organisation's character.

– C J Singh, MD, Core PR, Chandigarh



PRince

By- TRIAMBAK SHARMA



www.cartoonwatchindia.com, cartoonwatch@gmail.com



**AFTER EVERY FIVE YEARS..
 WE EXPECT THIS.. LET'S HOPE.. ONCE AGAIN..**



Controversy

Debate on the Gujarat Development Model



The 2014 General Elections is in full swing. Nearly four-fifth of the nation has voted, indicating its preference for candidates. While the early days of poll campaigns have been marked by debates on issues such as secularism, communalism, discussions are now swinging towards the advocacy of the Gujarat Model of Development for the nation as being canvassed by its proponents.

As is normal in a democracy, there are also opponents to the recommendation of this model of development for the whole nation as they question the credentials and veracity of reports of success of such a model.

Leading the political leaders who criticised the Gujarat Type of Model of Development was the Tamil Nadu Chief Minister, J Jayalalitha, claiming Tamil Nadu had a better model of industrial development. Soon enough, the media labelled the issue, 'Modi vs Lady' and sought to fan a controversy.

Stalin, son of the DMK leader, M Karunanidhi , leading opposition party leader, added his own bit to the topic by including 'Daddy' (referring to his father, Karunanidhi), claiming the DMK regime under his father brought in more development. Congress Vice-President, Rahul Gandhi, in his keenness to counter Modi, inadvertently supported his political rival, Jayalalitha.

Amidst this flurry of pros and cons over the Gujarat model of development, I decided to investigate what it was about the Gujarat model under Modi's regime that has drawn so much discussion in the public domain and sucked political leaders into a virtual verbal maelstrom.

I visited Gujarat in the third week of April 2014 and had interactions with many people, including some Government officials, political leaders, and the general public. Whatever the official claims of efficacy from the departments of the state government advocating the Gujarat development, one can find visible evidences of growth, improvement in irrigation systems, infrastructure development and e-Governance, uninterrupted 3-phase electricity in all villages, linking of rivers and creating more water bodies. Other states are trying to implement the Bus Rapid Transport System (BRTS) model introduced in Ahmedabad.



In the last 10 years, Official sources claim that Gujarat has laid 5000 kilometres of six-lane roads. After the 2002 riots, Gujarat has not witnessed a single riot and curfew till date, the sources said.



Bus Rapid Transport System (BRTS)

After 2003, Modi has been focusing on good governance, the sources I talked to said, pointing out that the issue of ration cards, driving license, property card, redressal of grievances, getting electricity connection – all get done with consummate ease, without having to pay a single rupee as consideration to any government official or anyone in the public administration machinery.

Empowerment has been effectively delegated to various functionaries. The Chief Minister personally reviews the functioning and the status of public grievances through video conferencing with all Districts and Ministers, every fourth Thursday of the month, I was told.

Modi had set a vision, 'BIG2020' to make Gujarat a globally preferred place to live and conduct business. Within five years of the announcement of this vision, the state attracted Rs.6500 billion crore of foreign investment in 687 projects, official figures shared with me claimed. Gujarat is one of these rare states that utilises in entirety, the funds allotted by the Central Government for the state development projects.

Definitely, there are other states which have enough development in their regions to showcase. But in my personal opinion, the main difference between Gujarat and the other states is that Modi has succeeded in making the six crore people of his progressive state to feel they themselves part of the great change. That is evidence for you as to why Modi has won the state elections for four consecutive terms and the right to govern the state, as people pinned great hopes on him to change their lives further.

I hope all political parties and panelists maintain a healthy debate on the Development Models that they propagate during the rest of the campaign, corroborating their claims with credible evidence, so that the electorate can make out for themselves what real development is and what is on paper. My interactions with responsible people in Gujarat has pointed to the efficacy of the Gujarat model of development.

By K. Srinivasan, Editor in Chief, PreSense

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(our Political Analysis)



Presenters of *PreSense*

Editorial Team



K. Srinivasan
Editor in Chief



Susan Koshy
Editor



V. Rajendran



Triambak Sharma

Editorial Team



Sukruti A Vadula

Editorial Advisors



V. Ponraj



T N Ashok



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Feedback and sponsorship
editor@corpezine.com

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