

PRESENSE

Spreading Positive Vibrations

Issue No 134 – April 2018
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Cover Story of the Month



Fake News

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Contact

editor@corpezine.com

www.corpezine.com

www.digitalpresense.com



From the Desk of Editor-in-Chief



Greetings from all of us @ The Editorial Team to our readers.

The month of April was a season of festivals and the beginning of the New Year in several cultures. April was also significant for the PreSense Team. The Jury Committee Members nominated the names of the winners of the Sansad Ratna Awards 2018 based on the performance data provided by PRS India and Lok Sabha Secretariat.. The PreSense Team also celebrated the release of the third edition of its Collector's Digest, PreSense 130 at a function last Saturday.

This month's edition of PreSense carries a report on the performance of the Parliament after the recent Budget session, and an announcement of the Sansad Ratna Awards 2018 function scheduled for 9th June 2018 at IIT Madras. We also carry a synopsis of the event held for release of PreSense 130.

It is noticed that today's society is driven by sensation, awareness of rights and not necessarily of responsibilities. If something goes awry, it has to be somebody else's fault. Where are we going wrong? There is a Tamil quote: **தொட்டில் பழக்கம் சுடுகாடு மட்டும்** ('*Thottil Pazhakkam Sudukadu mattum*') which interprets as 'what you learn in the cradle lasts till your tomb'. This month's editorial emphasises the importance of instilling values from a young age to mould the character.

We are bombarded by news updates on a 24/7 basis. This is a challenge for the media to win the attention and eyeballs of viewers and browsers for obvious reasons of high TRPs and revenue generation. Somewhere in the course of this mad chase for news that attracts, fake news has crept into the system, causing concern, mischief and nuisance. This month's cover story is about fake news.

Corporate Social Responsibility (CSR) is a social and financial commitment that corporates are obliged to adhere to. We carry an article that highlights the relevance and aspects of CSR.

Prince is with us as usual with his wit and wisdom.

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 subscribe to YouTube Channel of Prime Point Foundation, one stop shop for all positive videos.

<https://www.youtube.com/c/primepointfoundation/>



Editorial

What is Learnt in the Cradle Lasts till the Tomb

The above cliché emphasises the role of the family in the life and grooming of a child, long before he faces the outside world for learning and living. The child in his infancy and childhood has an impressionable mind that absorbs all that he sees, witnesses and experiences. His character and his values are moulded by the attitude of his family members towards him and each other. Grandparents and parents used to play a key role here, in teaching the right moral, to develop good values and character. The child grows, learning that nothing of value comes easy, that one needs to work hard to achieve, that it matters to be a good citizen, that the "by hook or by crook" method is not the right way, and that a clean conscience matters.

Today's growing generation faces challenges, different from what the older generations used to face. The onslaught of the digital era has made life that much faster to cope with. There are more opportunities and temptations to deal with. The internet has opened up both the knowledge portal as well as the dark side of life, with easy access for all.

Back home, families have become nuclear, grandparents have disappeared, both the parents have full working careers, children are sent to day care centres from a tender age, and parents return home fatigued, and guilty for not spending enough time with their children. This lack of quality time with children is compensated by spoiling them with gadgets and goodies. And life seems to look hunky-dory and happy because children have become over smart and intelligent. They have become bold enough to take to the roads before they earned their driving licence. They have learnt about facts of life from the internet, before they could learn to appreciate their priority in life. Macho, six-packed heroes from the silver screen, displaying aggressive and violent behaviour, have taken over as role models. Advertisements propagate rashness, rebel and extravagance as winning ways.

The world between the virtual and reality, has blurred. Values like courtesy, patience, integrity and hard work are lost somewhere in between. We believe that anything that goes wrong is always someone else's fault. We are busy finding faults with others. We fail to take responsibility of our actions, and instead cower under our demand for our rights and 'justice'. Life has become pompous yet superficial, without the ingrained values that enrich the true quality of life.

If there has to be any change for the better, it must begin with the family. The first and greatest responsibility is to groom the child with the timeless life values of integrity, tolerance, mutual respect and conscientiousness. You see, with one's right to breed a child, comes the corresponding responsibility to rear the child into a conscientious citizen.

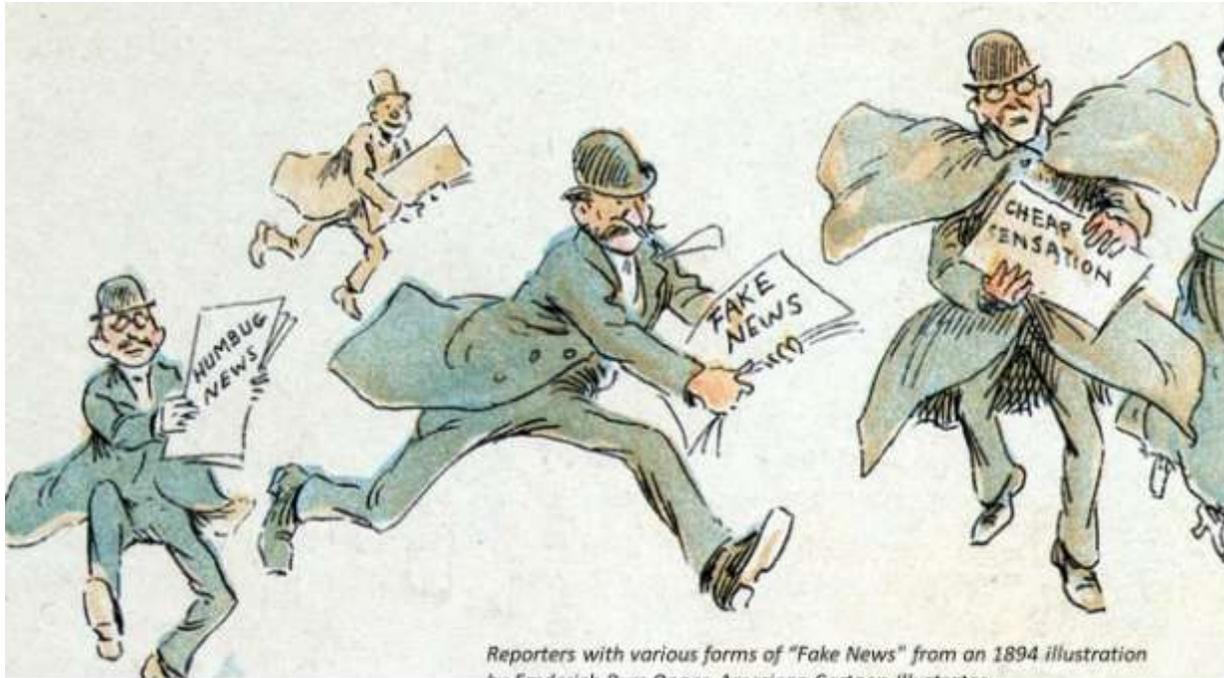
Parents must be held responsible and accountable for their minor children. The Chennai Police has made headway recently in this direction by penalising the parent of a minor caught driving without a valid driving licence. Such actions will sensitise the parents into taking charge of their children's actions and impressing upon them that waywardness is not a way of life. What is learnt in the cradle will last till the tomb.

V. Rajendran, Editor



Cover Story

Fake News – At What Cost?



Reporters with various forms of "Fake News" from an 1894 illustration by Frederick Burr Opper, American Cartoon Illustrator

The country and the world itself seems to be reeling under the threat of fake news which is making its rounds, often without the consumer's knowledge about the manipulation. What is fake news?

Fake news is deliberately fabricated information, spread through traditional or digital media with the malicious intention to mislead. Fake news differs from incorrect news which is inadvertent. In case of incorrect news, we usually see an immediate corrigendum and an apology. Fake news on the other hand, is distributed with the intention to deliberately mislead and misinform. The intentions are often for profit through increased eyeballs to the sensational news or to malign one's reputation.

Types of Fake News

There are several types of fake news:

- **Satire** is information that is obviously misinterpreted for the amusement of the readers/viewers/listeners. It is the least harmful of fake news as both the consumer as well as the broadcaster are aware of the intent to amuse rather than to deceive. An example is the stand-up comedy, or the satirical television shows.
- **False connection** is where the accompanying headline or photo does not connect with the main news content. Since headlines capture the curiosity, interest and attention of the consumer, a sensational but incorrect caption for example, drives the consumer to read/view the contents, resulting in more eyeballs.
- **Misleading content** is information reproduced selectively so as to distort the message to suit the agenda of the broadcaster (either to sensationalise or to



malign). For example, someone's quote is misinterpreted by the reporter to distort the intent of the quote.

- **False context** is where genuine information is reported in a false context. In a recent incident where some politicians took up a protest by fasting and boycotting a popular cricket match, a mischievous social medium propagated an archived and unrelated photograph of one of the politicians snacking at the cricket stadium.
- **Imposter content** is fake information with its source falsely credited to genuine sources.
- **Manipulative content** is morphed or doctored content, especially photographs, to give false credibility to the fake news.
- **Fabricated news** is 100% deliberately manipulated information, with the absolute intention to deceive and harm.

Threat of Fake News

The risk of fake news circulation and the threat of damage that it can cause is real-time now with the emergence of the digital era. During the 'print media only' era, the publication had almost an entire day to verify and corroborate the information sourced. Today, with information and updates streaming on a 24/7 cycle, verification and authentication is a tough challenge. Besides, with the access of the internet and its technology to the common man, anyone and everyone has become a citizen journalist.

It is interesting that some fake news, especially the imposter content types, have positive objectives. For example, some valuable and wise advice is incorrectly attributed to revered personalities like Dr Kalam so that they are noticed and possibly imbibed in life for good practice. No doubt, this does not condone the mischief behind the act of propagating fake news.

Dealing with Fake News

Spotting fake news is neither easy nor fool-proof. But there are suggestive ways:

- The source of the news and the author if available is a reliable point for verification of genuineness.
- Using one's discretion and intelligence, one can evaluate the news content.
- Verifying the contents with multiple other sources helps in checking its genuineness.

The society is increasingly aware of the menace and notoriety of fake news. But it is difficult to curb it without compromising on the freedom of expression, a fundamental right in democracy. Speaking to Shri Vinoba Bhoopathy, advocate and spokesperson of the political party, *Pattali Makkal Katchi* (PMK), he referred to Article 19(1)(a) of the Constitution of India which guarantees the right to freedom of speech and expression to all its citizens. "This freedom is one of the fundamental principles in any mature democracy and this includes the freedom of press," he said. "To ensure that this constitutional right is upheld without any bias, it is important that the State or any arm or agency of the State of the country should not have any control over the media. Any compromise in this safeguard would lead to a potential threat of degradation of democracy." Shri Bhoopathy recalled the plight of the Fourth Pillar (the press) during the Emergency Rule in India in the mid-1970s, when the freedom of the press was severely curtailed. The democracy of the country was then at stake.



It was in this backdrop that the media put up a strong objection when a recent circular about fake news, was issued by the Ministry of Information and Broadcasting, Government of India. The circular had stated that in case a journalist was accused of creating or propagating fake news, his accreditation with the Press Information Bureau would be suspended pending an inquiry by regulatory bodies of the media. Severe penalty was spelt out in case of confirmation of the allegation. This circular was suspected to be a precursor to an Emergency-type curtailment of the freedom of expression, which was subsequently vetoed by the people of India in the elections, by voting against the ruling government.

Article 19(2) of the Constitution of India does provide for "reasonable restrictions on the provisions of Article 19(1)(a)". It specifies that the freedom spelt out in Article 19(1)(a) is not absolute but puts a limitation on the power of the legislature to restrict the freedom. There is ground for restriction on the freedom of speech and expression in case of any threat to:

- the sovereignty and integrity of India
- security of the State
- friendly relations with foreign nations
- public order
- decency or morality
- contempt of court
- defamation
- incitement to an offence
- sedition



Bhoopathy asserted that in case of propagation of fake news, there is sufficient teeth in legal recourse for redressal and punitive action.

Shri Vinoth Poovalingam, web news portal management expert from New Delhi said that there are fake news detecting software and agencies that can scrutinise the contents for authenticity and genuineness, using 'Clipbins' and 'Rolls' for tracing and sourcing the news under scrutiny. Similarly, image-processing software can detect morphed and doctored images. Unfortunately, these actions can be used in post-mortem analysis only and not preemptively. The results can be used for catching the criminal after the crime, and also as reference for assessing and evaluating the credibility of the sites and links that had promoted the news. Poovalingam believes that such a system of evaluation through analytical assessment of the media platforms, can help in rating these platforms and websites and media houses in scales of credibility, somewhat like the ISO standards or the CIBIL credit ratings.

Bhoopathy believed that an inherent self-regulatory mechanism is the sustainable solution to this menace. The question is what can motivate the media to adhere to self-regulatory standards. Although transparency in the ownership pattern of the media houses can help in dealing with the big houses that might appear skewed in their views, in most cases of fake news, it is the little known and small media sites that are notorious. It is difficult to keep a track on them or curb them on time.

A senior journalist from New Delhi was of the opinion that fake news in most cases was a point of view that could be in divergence with a popular assumption. He also felt that these were inherent features in a democracy and it was up to the individual to exercise discretion in believing or disbelieving these points of view, sometimes labelled as fake news.

In conclusion, it is pertinent to point out that just as Article 19(1)(a) gives the right of expression to every citizen, including all media, the provisions of Article 19(2) are equally applicable to every citizen including the print, broadcast and internet media. Every citizen – all inclusive – must remember that every right comes with corresponding responsibility.

The Editorial Team of your e-magazine, PreSense has on board a cyber law and cyber security expert to take care of the adherence to the cyber laws applicable to digital journalism, ensuring ethical responsibility. As in any other profession, the journalist – professional or citizen – is bound by the moral and ethical standards demanded of him.

By Susan Koshy, Editor-in-Chief

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PRince

By- Triambak Sharma



www.cartoonwatchindia.com

cartoonwatch@gmail.com

Yes I am married...but
I will be happy if someone
consider it as **FAKE NEWS...**



Nation

Least Productive Budget Session of 2018: A Matter of Great Concern to the Nation

Up until 6th April 2018, the current 16th Lok Sabha completed 14 sessions, the last session being the Budget Session 2018. The Budget Session was a complete 'washout' without any important business being transacted.

While the nation expects the Parliamentarians to 'debate, discuss and decide' the national issues, the entire Budget Session became a 'washout' due to a handful of Parliamentarians. A national budget of Rs.26 lakh crores (26 trillion) was guillotined i.e. passed without discussion. 100% guillotining (passing without any discussion) is a matter of great concern for the nation.

Both the Houses of the Parliament have recorded the least productive Budget Sessions since Y2000. This Budget Session has also recorded the least or negligible time spent for questions, matters of public interest, legislative business, private members bills, etc. A 'No Confidence Motion' brought in by the Opposition could not even be taken up. Even vital issues like the banking scam, law and order problems, problems faced by agriculturists, students and downtrodden people could not be taken up.

While a handful of Parliamentarians can boast for having successfully blocked the Parliament during the Budget Session, many of the Parliamentarians with whom PreSense spoke felt that they could not take up many important issues pertaining to constituencies.

Although the Hon'ble Speaker has enough powers to suspend and take action against the Members of Parliament (MPs), who were disturbing the Parliament, it is not known why the Hon'ble Speaker did not attempt to take action and ensure the smooth functioning of the House. If such things recur in the future, people may get frustrated with the functioning of this type of 'democracy'. It is high time that both the treasury and the opposition leaders sit together and work to ensure that they discharge their constitutional duties.

Top Performers – Individuals

Notwithstanding the ruckus in the Parliament, there were many Members, who performed their duties in their quiet way. The top performing Parliamentarians of the Lok Sabha, upto the Budget Session 2018 are indicated in the chart on the right. Interestingly, all the top 4 performers are from Maharashtra.

Top performers of 16th Lok Sabha upto Budget Session 2018

Name	Party	Initiated debates	Private Members Bills	Questions	Total score	Attendance in House
Supriya Sule	NCP	74	16	983	1073	98%
Shrirang Appa Barne	Shiv Sena	102	16	932	1050	94%
Rajeev Shankarrao Satav	Congress	97	15	919	1031	81%
Dhananjay Bhimrao Mahadik	NCP	40	1	970	1011	74%

- All are from Maharashtra
- Data source: PRS India

Top Performing Standing Committees

There are 24 'Departmentally related Standing Committees' (16 Lok Sabha Committees and 8 Rajya Sabha Committees) attached to the Parliament. These Committees have 30



Members (20 from Lok Sabha and 10 from Rajya Sabha). Committees are headed by Senior Parliamentarians from different political parties. All the political parties are represented in the Committees. They have 3 main duties to perform:

- Select subjects relating to their Departments and discuss. Present the report with recommendations to the Parliament.
- Discuss the Bills referred to the Committee by the House and present the report to the Parliament.
- Scrutinize the budgetary proposals of the Ministry in detail and present the report to the Parliament.

16th Lok Sabha - Top performing Departmentally related Standing Committees

Performance analysis of the Lok Sabha Committees are in the adjacent table:

Committee	Total Reports submitted	Reports on bills	Sittings	Sittings for bills	Subjects selected	Study tours
Agriculture	51	1	108	3	80	8
Finance	61	1	90	6	67	6
Information Technology	49	0	77	0	78	7
Energy	39	1	93	7	55	8
Chemicals and Fertilisers	45	0	67	0	21	16

- Data for the period from June 2014 to April 2018
- Data source: Lok Sabha site

Since the Rajya Sabha site has not updated the information relating to their Committees, we are unable to analyse their performance. (Data relates to the 16th Lok Sabha from the beginning till the end of Budget Session 2018).

By K Srinivasan, Publisher and Managing Editor

Sansad Ratna[®] Awards

The 9th Edition of the Sansad Ratna Awards 2018 and the 7th Edition of the National Seminar on Democracy, Politics and Governance will be held on Saturday, 9th June 2018 at IIT Madras. The top performing Members of Parliament and Standing Committees will be honoured during the event. There will be a daylong seminar on various current topics of governance.

There is no participation fee. However, advance registration is required. Registration will open after 10th May 2018. Announcements will be made in the site www.sansadratna.in. Those who are interested in participating may send a mail to sansadratna@gmail.com. We will send the link for Registration.

Sansad Ratna Awards is one of the initiatives of your ezine PreSense.



Release of PreSense130

Third Edition of Collector's Digest



The third edition of the Collector's Digest titled PreSense 130 was released at a function held in the evening of Saturday, 28th April 2018 at Chennai.

Former Chief Election Commissioner of India Shri T S Krishna Murthy released the print edition of PreSense130. Dr P Ganesan, Mg. Director, Vinayaka-Sony Fireworks Group, Sivakasi received the first copy. Shri R Bhagwan Singh, Executive Editor of Deccan Chronicle launched the online edition of the book.

Dr Devanathan Yadav, Chairman of Win TV and Smt. Srimathy Sridhar, General Manager of Chennai Circle offered felicitations. Many eminent persons of the city and readers of the eMagazine PreSense were present.



A cartoon drawn by Triambak Sharma was used as the stage backdrop. The online edition of PreSense130 may be downloaded from the site www.corpezine.com



Nation

CSR Taking Wings in India



The passing of Companies Act, 2013 in a way acted as a bridge between companies and communities in need, in India. This landmark Act benefitted millions who were in need and mustered Corporate Social Responsibility (CSR) as an industry in itself.

Although it is a mandatory expense on the part of corporates, they do not complain. Today, we see many corporates in the country coming forward to help communities in need. The companies which are eligible to do CSR are enthusiastically creating their own CSR structure and developing their own plans to benefit the society.

The important point to note here is that the companies should strictly undertake their CSR activities as prescribed under the Companies Act, 2013. There were many cases where the good work done by certain companies to help the needy communities was not considered as CSR as it did not fall under the purview of Companies Act, 2013.

CSR is not just about giving donations or performing charity after making profits. It is about companies doing their business in a responsible manner. It is about giving back to the society, protecting the environment and leaving a footprint for the next generation, to lead a peaceful life.

According to Companies Act 2013, CSR is mandatory for all corporates having a turnover of Rupees 500 crores (5 billion) or more, Rupees 1000 crores (10 billion) of investment or



Rupees 5 crores (50 million) net profit, ie. profit after taxes. Eligible companies should spend 2% of their net profit on CSR. It is applicable to listed, public and private limited companies and also public sector undertakings.

Companies should constitute a committee consisting of three directors of the Board, (out of which one should be an independent director). CSR implementation should be reported to the statutory authority in a format called Business Responsibility Report (BRR). This document is to be attached as annexure to the annual report for circulation to all stakeholders and posted on the company's website.

For the Greater Good

A Formal Framework for Social Spending by Corporates

<p>WHEN From April 1, 2014</p> <hr/> <p>HOW MUCH 2% of average profit of previous three years</p> <hr/> <p>Profits from overseas branches and dividends from other cos not included in net profit for calculation</p>	<p>WHO Companies with net worth of over ₹500 crore or turnover of over ₹1,000 crore or net profit of over ₹5 crore</p> <hr/> <p>Foreign cos registered in India included</p>	<p>WHERE CSR activities will have to be within India</p> 
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In terms of Sec 135 Schedule 7 of Companies Act 2013, there are several categories to do CSR. Activities which fall under the CSR purview under the Act are Promotion of Education, Eradication of Extreme Hunger and Poverty, Gender Equality and Women Empowerment, Reducing Child Mortality and Improving Maternal Health, Combating HIV-AIDS, Malaria and Other Diseases, Environmental Sustainability, Social Business Projects, Contribution to Prime Minister's Relief Fund and Other Such State and Central Funds, Employment Enhancing Vocational Skills, and such other matters as may be prescribed.

There was a marked increase in the average CSR expenditure by the firms in 2012-13 after the passing of the section regarding CSR in the Companies Act in August 2013.

The passing of the Act also led to a steep rise in the number of firms disclosing their CSR expenditure. In 2010-11, 336 firms disclosed their donations and expenditure on community and environment related activities. This number rose to 504 in 2011-12, and to 1,470 in 2012-13.

In 2012-13, 760 firms had crossed the threshold of Rupees 5 crore net profit, but their total CSR contribution was lesser than the 2% criterion as laid down by the Act. The total CSR



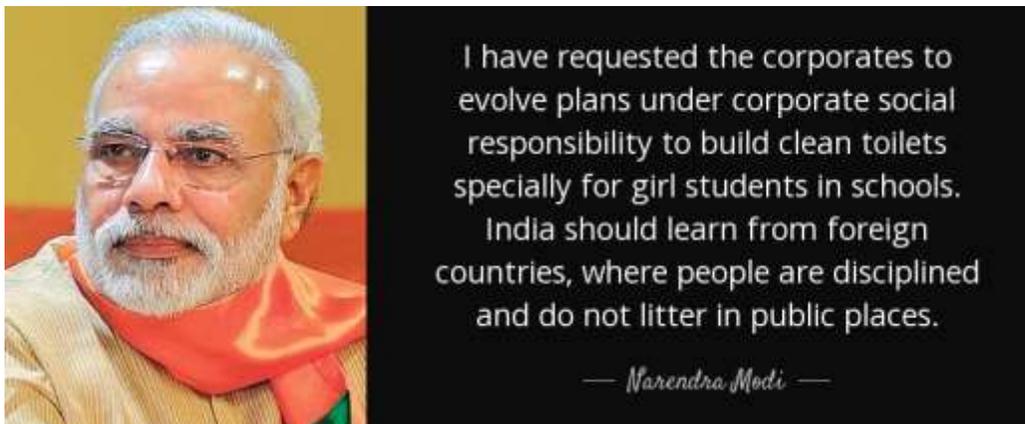
spending by firms was Rupees 33,668 million, when the required spending was Rupees 45,154 million.

There are stringent penalties for companies not disclosing their CSR spends. Companies can be fined a sum not less than Rupees 50,000 and up to Rupees 25 lakh (2.5 million). Company officials who default can face imprisonment which can go up to three years or be fined from Rupees 50,000 to Rupees 5 lakh (500,000).

NGOs can help corporates which do not have their own CSR Team and Foundation, to execute CSR projects. NGOs can act as an implementing partner or form a consortium of agencies.

The corporates themselves can undertake CSR by registering a separate company under Sec 8 of Companies Act 2013 to take up the CSR activities. The amount should be spent fully in the succeeding financial year and it cannot be carried over. Any income generated should be used for the CSR activity itself.

Penalty will be levied to the companies if they do not spend the amount and if the reasons thereof are not valid. If NGOs misuse the funds, the corporate can take legal action against the NGO.



CSR Obligations for MNCs

Multi-national companies (MNCs), operating in special economic zones, are exempted. If the MNCs have any holding company in India and if the holding companies operate in foreign countries, profits arising out of those locations are exempted.

Global Scenario

France, Denmark, South Africa and China have a mandatory reporting obligation on the amount spent on CSR activities. The United Nations has a significant role to play in the universal acceptance of the idea of CSR, with their promotion of the "Global Compact" to which various countries are signatories. This global compact binds the signatories to universally accepted principles of social responsibility which the businesses in those countries ought to follow and which are tracked for implementation.

By Shakthi Prasanna, Guest Writer,

with inputs from Mr. V N Premanand, Joint Secretary and Faculty, Institute of Directors, Chennai Regional Office



Presenters of *PreSense*

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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
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editor@corpezine.com

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