

PR SENSE

Communicate the communication

India's First Corporate ezine

Issue No 51 – May 2010

Published by Prime Point Foundation



Theme of this Issue
Census 2011

Guest Editor
R Janani

In this Issue:

P3 Ancient Census

P4 Census 2011

**P6 Interview with
P K Banerjee**

P9 PRince toon

**P10 Launch of Golden
Jubilee Edition of
Ezine**

P12 PReTTY

P12 Image Audit

Contact

www.corpezine.com

editor@corpezine.com

Pre-FACE: From the desk of Editor-in-Chief Mammoth 'head count' operation starts



Your ezine Pre-Sense has now entered the glorious 51st edition with the support of many readers and well wishers. From this issue, we have taken a conscious decision to shed PR tag from the name of the ezine. From now, we may spell and call it as Pre-Sense, but of course without the change of masthead. This is the 'repositioning' of the ezine to suit more youngsters. This will give us more flexibility to cover broader themes, for the youth development and nation building.

In this edition, we are covering Census 2011. Presently, India and US are undertaking 'head count' of their citizens. Indian census is the second largest in the world. This time, India is also creating a 'National Population Register', an unique register with minute details about all the

individual citizens. Based on this, India will be issuing Unique Identity Cards also. We are now bringing out the unique aspects of this mammoth operation.

We appreciate Ms R Janani, a media science student who has Guest Edited this edition for compiling wonderful information.

We also place on record the cooperation given by Registrar General of India and Census Commissioner Dr C Chandramouli IAS and his colleagues Mr P K Banerjee (Delhi) and Dr D. Venkatesan (Chennai) in providing materials for this ezine. We also appeal to all Indian readers to extend their full cooperation to enumerators, when they visit their houses.

K. Srinivasan

Guest Editor



Ms Janani Ramesh, has just completed her Post Graduation in Electronic Media with a specialisation in Event Management and Public Relations. She is more passionate about gardening, collection of coins, painting, crafting. She is an athlete and has won several awards during her school days. She wants to join Politics at later days, to serve the Nation.

She can be reached at rjanani87@gmail.com

Ancient and medieval censuses

India

The Harappa and Mohanjo-Daro excavations reveal that "as far back as the 3rd or 4th millennium BC and probably much earlier still, India was in possession of a highly developed civilization with large and populous cities, well built houses, temples and public buildings of brick and many other amenities enjoyed during that period by the peoples of Mesopotamia and Egypt". The celebrated 'Arthashastra', the Principles of Government, evolved by one of the greatest geniuses of political administration, Kautilya during the days of Mauryas in the third BC, prescribed the collection of population statistics as a measure of state policy for the purpose of taxation.

Egypt

Censuses in Egypt are said to have been taken during the early Pharaonic period in 3340 BC and in 3050 BC.

China

The world's oldest extant census data comes from China sometime before the Xia Dynasty, over 4,000 years ago, counting some 13 million people. The second oldest extant data in the world comes from the Han Dynasty, in what is perhaps China's most well-known ancient census taken in the fall of 2 CE. This is considered by scholars to be quite accurate. By that time, there were 57.67 million people registered in 12.36 million households living in China. The third oldest data in the world is also from the Han Dynasty, dating back to 144 CE, when only 49.73 million people living in 9.94 million households were counted. Mass migrations into what is today southern China are believed to be behind this massive demographic decline. Numerous other census data survives from Imperial China.

World Population (Estimated)

10000 BCE – 1 Million
5000 BCE – 15 Million
1 CE – 200 Million
1000 CE – 310 Million
1950 CE – 2519 Million
2009 CE – 6756 Million

Milestone in World Population

1804 – 1 Billion
1927 – 2 Billion (123 years later)
1960 – 3 Billion (33 years later)
1974 – 4 Billion (14 years later)
1987 – 5 Billion (13 years later)
1999 – 6 Billion (12 years later)

Official census in India



The first attempt was made in 1871 for whole of India by the British to conduct a general census at a given date for the purpose of calculating capitation rate and also to know the statistics of age, caste, religion, occupation, education and infirmity of the population in India. The first Census Commissioner of India was W. W. Plowden. From this census onwards, there have been population censuses continuously in every 10th year and 2011 census is the 15th census in India and 7th census after Independence.

What information will be collected in Census 2011?

Two Forms will be canvassed in each household.

The first relates to the Houselisting and Housing Census. In this, 35 questions relating to Building material, Use of Houses, Drinking water, Availability and type of latrines, Electricity, possession of assets etc. will be canvassed.

The second form relates to the National Population Register. In this the following will be canvassed:

Name of the Person, Gender, Date of Birth, Place of Birth, Marital Status, Name of Father, Name of Mother, Name of Spouse, Present Address, Duration of stay at Present Address, Permanent Address, Occupation, Nationality as Declared, Educational Qualification, Relationship to Head of family.



Two phases of Indian Census 2011

First Phase – Houselisting, House Census and Creation of National Population Register
1st April 2010 to 30th Sep 2010 – 45 days in each State – may vary from State to State

Second Phase – Household Census of population enumeration

9th – 28th February 2011 - There will be a revisional round during 1st – 5th March 2011 for updating the information as on 00.00 hours of 1st March 2011.

Census 2011 covers all 640 districts 5767 tehsils 7742 towns and more than 6 lakh villages in India. Scanning of data is done using ICR and OCR technology. They also plan to take photos and finger prints of individuals, after the completion of second phase, as a continuous process.

CENSUS 2011 - INDIA



Census 2011, world's second largest 'head count' to create the largest source of data in the world, started on 1st April 2010, collecting the data from President Pratibha Patil (photo). This is planned in two phases: (i) houselisting and housing census and creation of National Population Register (NPR) and (ii) household census of population enumeration.

The first phase is conducted for 45 days in each State/UTs from April to September, 2010, but the period varies from State to State. The results of this phase form a foundation to the second phase. Data on the amenities available to the houses such as drinking water, sanitation, electricity, assets possessed by the households etc are collected. In the history of census in India after Independence, another important project is also simultaneously taken up by the Government of India in the first phase of census operations, called creation of National Population Register (NPR).

The NPR is envisaged to develop a database for every individual usually residing in India. This has been taken up to improve the security of the country. By using the database through creation of NPR, each individual would be assigned a Unique Identification (UID) Number which would later be used for issuing identity cards to the people of India.

Census is the basis for reviewing the country's progress in the past decade, monitoring the on-going schemes of the Government and most importantly, plan for the future. That is why the slogan of Census 2011 is "Our Census, Our Future".

Exclusive interview with Census Authorities



In an exclusive interview with R Janani, for Pre-Sense, Mr P. K. Banerjee, Deputy Registrar General (Census), Govt. of India gave a detailed account of Census 2011. Excerpts:

How much of manpower is being deployed in this 2011 Census? How do you train them for this job?

Census is one of the largest administrative exercises in India. More than 25 lakh enumerators, supervisors and other officials are engaged for field data collection. They would visit each household twice, once in 2010 during the Houselisting and Housing Census and then in 2011 for Population Enumeration.

Training is conducted at 3 levels. First a set of trainers are trained at the National level. The national level trainers impart

training at State level to the Master Trainer facilitators (MTF). The MTFs provide training to the Master Trainers (MTs). The MTs impart training to the enumerators and supervisors at each Charge (tehsil level for rural areas and ward level for urban areas). A total of 54,000 MTs would be providing training to the census enumerators and supervisors. In addition, special trainings are conducted for the district census officers and the Charge Officers.

There is a feeling that when the teachers are deployed for the census work, the schools and students may get affected. How are you planning to avoid this?

Census is a part-time work which the teachers would be performing in addition to their normal duties for which they would be paid honorarium in addition to

their normal pay and allowances. The

average workload per day for census is covering about 3-4 households, which does not take more than 2 hours per day on an average. Thus, it would

not affect their normal work in any way.

What are the major differences in the last census and the current one?

The census procedure is essentially the same. This time, along with the Houselisting and Housing Census, the data on National Population Register is also being collected. In addition, new items of information are being recorded with

More than 25 lakh enumerators, supervisors and other officials are engaged for field data collection.

respect to computer (with/without internet) and telephone (possession of mobile phone, landline phone, both mobile and landline and none). The second phase of the Census, namely, the population enumeration phase will be conducted in February-March 2011, the questionnaire for which will be finalized shortly.

How many organizations are associated with you in this big task (eg NIC)? What are their roles in brief?

Many government and private organizations are associated, directly or indirectly, with the census operations. It would be very difficult to list all of them. NIC is actively involved in providing necessary inputs on the hardware and software requirements for the data processing. Department of Posts is engaged in movement of logistics like the forms and manuals. All State Governments are involved in supervising the field-work. The private sector has a tremendous opportunity in different phases of census, right from the printing of census materials to supply of the necessary hardware and software for data processing and, subsequent stages of data processing. After dissemination, the results are used both for Govt. policy formulation and for judging market access in all the corners of the country.

How Indian Census is different from head count of other countries like US? Is there any unique aspect for Indian census?

In the US, the census is carried out by sending the questionnaire by mail. The informants fill it on their own and then it goes back to the Census Bureau by mail.

The questionnaire is also very short, containing about 8 questions. This procedure of mailing the questionnaires is not possible in India, as there is no complete address system here. Moreover, due to low levels of literacy, all households may not be in a position to fill-up their own information. Thus, in India, the enumerators visit each household to record the information. The questionnaire is also much bigger. In fact, if we consider all the data items multiplied by the number of persons for whom it is recorded, the Indian Census would be the largest single source of data in the entire world. One more difference between the

Indian Census would be the largest single source of data in the entire world.

Indian Census and the US Census is the time period for field-work. In India, it is much shorter. The population enumeration for the entire country is done within a span of 4 weeks, i.e., the details would be collected during 9th – 28th February 2011 and there will be a revisional round during 1st – 5th March 2011 for updating the information as on 00.00 hours of 1st March 2011. The Indian Census also has a very high coverage of the population, close to 100%, which has proven to be a difficult job even for some of the developed countries.

What is the total budget for expenditure for this task?

The total expenditure of the Census 2011, covering both the Houselisting Operations in Apr-July 2010 and Population Enumeration in Feb-Mar 2011 will be around Rs.22,000 million. The entire expenditure is borne by the Central Government. The expenditure for the NPR will be around Rs.37,600 million.

How are you going to create public awareness about this census operation?

Specific media planning and advertising activities are undertaken for creation of public awareness. In addition, the articles, news items, etc. published regularly regarding the census exercise also play a pivotal role in creating public awareness.

There are many people, who live on road side, like gypsies, nari koravas, etc. without any permanent dwellings. Is there any mechanism to include them in Census?

Census covers everybody irrespective of whether a person lives in a dwelling or not. In the Houselisting and Housing Census phase, which is currently going on, all the structures are listed by the enumerator and all households living in these structures are also listed. This includes all types of structures, pucca, semi-pucca or katcha. The houseless population, as before, will be counted through a special procedure by the census enumerator on the night of February 28th 2011 at the place where they are found.

Email id rgi.rgi@nic.in



Link between NPR and Unique ID Authority of India (UIDAI)?

The data collected in the NPR will be subjected to de-duplication by the UIDAI. After de-duplication, the UIDAI will issue a UID Number. This UID Number will be part of the NPR and the NPR Cards will bear this UID Number. The maintenance of the NPR database and updating subsequently will be done by the Office of Registrar General and Census Commissioner, India.

For more information about Indian Census 2011, please visit <http://censusindia.gov.in/>

PRince

by- Triambak Sharma

www.cartoonwatchindia.com
cartoonwatch@gmail.com



**DO YOU HAVE COLUMNS FOR US...
WE ARE NOT MARRIED... WE ARE LIVING
TOGETHER... I AM HINDU... SHE IS CHRISTIAN...**



ASIAN PUBLISHING CONVENTION

WHERE PRINT, MOBILE & ONLINE
CONVERGE FOR PROFIT

July 8 & 9, 2010 | Hotel Equatorial | Ho Chi Minh City, Vietnam

Worldwide Publishing Management Thinking and Expertise

Over 40 expert speakers and moderators from
10 countries & 300+ delegates from
18 countries are expected
Will you be there?

INCORPORATING THE
ASIAN PUBLISHING AWARDS



Theme:

ENRICH POWER OF BRAND & CONTENT: Engage multimedia profitably.

Featured Events



Asian Publishing
Awards



Meeting of Minds



CEO Forum



Asian Publishing
Fair

**THE MUST-ATTEND
ANNUAL EVENT FOR
PUBLISHING PROFESSIONALS**

REGISTER NOW!

www.publishingconvention.com

DEADLINE FOR
REGULAR REGISTRATION
IS ON JUNE 30, 2010

TEL: (632) 818 3289

FAX: (632) 819 3752

EMAIL: apc@exedraevents.com

STRATEGIC CORPORATE PARTNER



OFFICIAL INDUSTRY PARTNER



LEAD PARTNER IN VIETNAM



CONFERENCE PARTNERS



PR PARTNERS



MEDIA PARTNERS



COOPERATING PARTNERS



For more information - Visit www.publishingconvention.com • Email: apc@exedraevents.com • Phone: (632) 8183289 • Fax (632) 8193752

For more details, visit the link <http://www.publishingconvention.com/>

Launch of Golden Jubilee Edition (50th) of Pre-Sense

Golden Jubilee Edition of your Ezine Pre-Sense was launched at Chennai on 1st May 2010 in a simple function in the presence of many eminent people of the City. Former Chief Election Commissioners of India Mr T S Krishnamurthy and Mr N Gopalaswamy were the Chief Guests. Two top perming MPs of 15th Lok Sabha were honoured for their performance during the first year of Lok Sabha. Besides five NGOs (India Sudar, Dream India, Helping Minds, Thakkar Bapa Vidyalaya and Consumers Association of India), three National pride Organisations (India Post, Election Commission of India and Indian Railways) were also honoured for their public service. Former Indian President Dr A P J Abdul Kalam also addressed through phone. (see photos below)





Mr T S Krishnamurthy, Former Chief Election Commissioner of India launching the 50th Edition of Ezine. Mr N Gopaldaswamy, Former Chief Election Commissioner of India looking on. Ms Rekha, Editorial Team member helping Mr T S Krishnamurthy.

Mr N Gopaldaswamy, Former Chief Election Commissioner of India releasing the CD containing the past 50 editions of Pre-Sense and 50 Podcasts. Mr B Suresh Kamath, Mg. Director Laser Soft Infosystems Ltd received the first CD. Mr T S Krishnamurthy, Mr S S Ramasubbu Member of Parliament and K. Srinivasan are looking on



Mr Hansraj Gangaram Ahir, BJP MP from Chandrapur, Maharashtra (extreme left) honoured for being No 1 in raising number of questions and participation in debates in the first year of 15th Lok Sabha. Mr S S Rajasekhar, (son of Former Statesman and architect of Indian Green revolution Bharat Ratna Mr C Subramanian) presenting the award.

Mr Hansraj BJP MP, No 1 performer in 15th Lok Sabha honouring Mr S S Ramasubbu, Cong MP from Tirunelveli, for being the top performer among Tamilnadu MPs. Mr T S Krishnamurthy, Mr N Gopaldaswamy and K. Srinivasan are looking on.



Top performing MPs and UnSung Heroes honoured
<http://su.pr/9vAAx8>

Dr A P J Abdul Kalam's exclusive address during the launch function over phone
<http://su.pr/2phawc>

Journey of Ezine – Welcome speech by K. Srinivasan
<http://su.pr/2m8rog>

PReTTY – This is reality!

An old man was sitting on his porch, when a young man walked up with a pad and pencil in his hand.

"What are you selling young man," he asked.

"I'm not selling anything," the young man said. I'm a census taker."

"Oh! What?" the old man asked.

"We are trying to find out how many people are in India." Census taker replied.

"Well," the man answered. "You're wasting your time with me, I have no idea."



Image Audit – A master perception check up

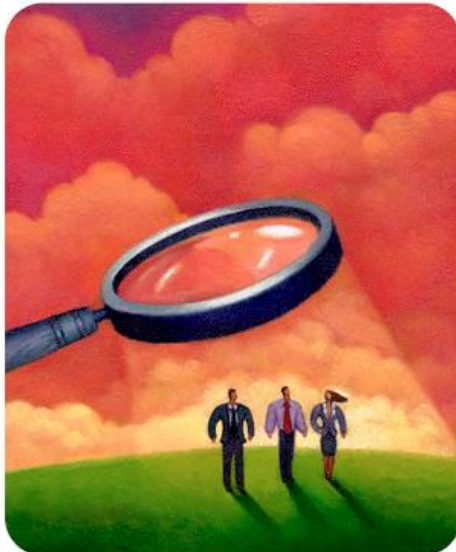


Image Audit is a research tool for measuring the 'hidden perception' of internal and external stakeholders about an organisation.

Image Audit is an effective tool for HR Management, to understand the 'hidden mindset' of employees.

Image Audit foretells even the brewing internal crisis

For more details contact

Prime Point Foundation
www.imageaudit.com
ceo@prpoint.com

watch this video

<http://www.youtube.com/watch?v=r4Zh1XSXMaA>

PResenters of *PReSENSE*



R. Janani
Guest Editor



K. Srinivasan
Editor-in-Chief



V. Rajendran
Strategic Editor



Triambak Sharma
Cartoon Editor



A. Rekha
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

Past issues may be downloaded from
www.prpoint.com
www.primepointfoundation.org
www.corpezine.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