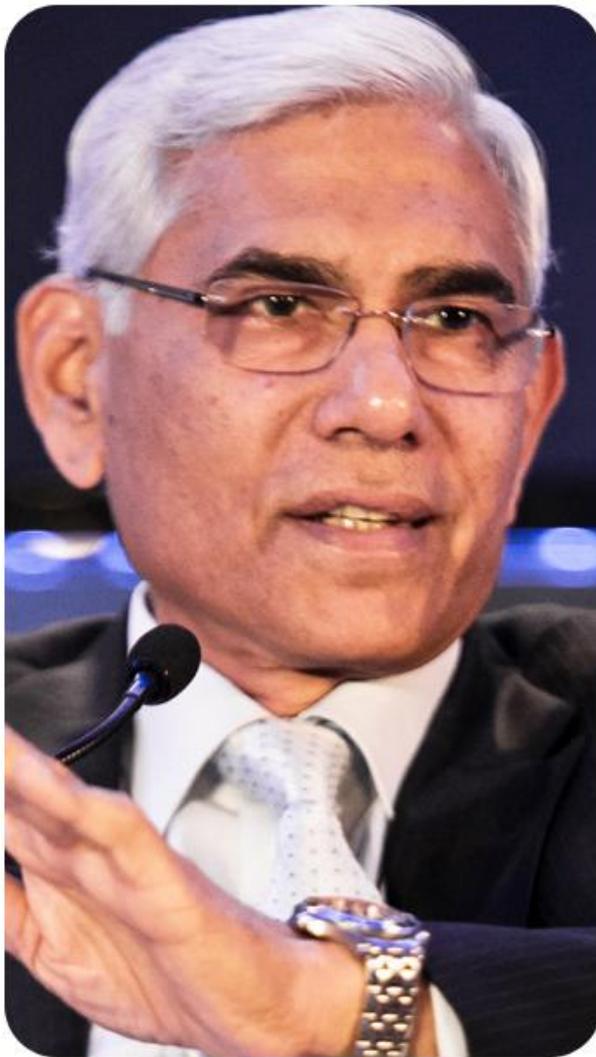


PR SEINSE

Spreading Positive Vibrations

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Man of the Month



Vinod Rai

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From the Desk of Editor-in-Chief



This month – May 2013 – has brought cheers and also shame to Indians. The Indian Cinema has entered its 100th year, with many legends contributing to the glory of Indian cinema. On the other side, another entertainment industry, the cricketing world of IPL with its indulgence in spot fixing, has brought shame to all Indians. The underworld doyens have started controlling both the Indian Cinema and the Cricket World. In this issue, we have covered some of the aspects of both.

We are always proud of Indian heritage. Aryabhata, ancient mathematician and

astronomer brought glory to India with his works.

Vinod Rai, who recently retired as Comptroller and Auditor General of India (CAG) brought some sigh of relief to the already disgusted Indians by exposing many scams. In this issue, we have covered both Aryabhata and Vinod Rai.

As usual, we are confident that you will continue to enjoy this edition too. We look forward to your continued support and feedback.

K. Srinivasan

Beware of 'Information harvesting' in social media

Always remember that millions of people read your postings in social media network. No one knows who will view it and with what intention. It is like writing something in a notice board in a market place openly. "Information harvesting" is a recent concept gaining popularity. Criminals and ill-minded youth often browse social networking sites looking for classified information from targeted group or sometimes even unclassified ones generally hunting for preys. The information so gathered often becomes the ground for cyber bullying and other offences.

It is a cumbersome process to file a cyber crime complaint and remove such content after it is posted in a social networking site. No one can even trace, where all the information has travelled and resides before such 'removal'.

- Think carefully before every status message or tweet
- Think well whether it is for public consumption
- Do not post anything that is private
- Do not e-publish your personal views
- Never post any harsh criticism or controversial or illegal opinion
- Never spread hatred or enmity through such forums

Be cautious and enjoy safe surfing!

By V Rajendran, President, Cyber Society of India

Cover Story

Bravo Mr Vinod Rai – the Nation Salutes You!

Very rarely do constitutional authorities assert their authority even if it causes displeasure to the Government. In 1994, T N Seshan, then Chief Election Commissioner asserted his authority by following the rules given in the rule-book. In 2008, Dr Abdul Kalam, then President of India, returned the office-of-profit bill to the Parliament for reconsideration. In the recent months, Vinod Rai asserted his authority as Comptroller and Auditor General of India (CAG), causing the government a huge embarrassment.



Born in Uttar Pradesh and educated in Rajasthan, Delhi and USA, Mr Vinod Rai joined the Kerala cadre of the Indian Administrative Service (IAS) in 1972. After serving the Government at different levels, he was appointed as the 11th Comptroller and Auditor General of India (CAG) in January 2008. He retired from the post on 22nd May 2013.

Although it is rumoured that he was appointed on the recommendations of the Finance Minister, P Chidambaram, he never showed his obligation to the Government, and he exposed the great scams of this decade like 2G, Commonwealth Scam, Coal Scam, etc. His audit reports shocked the nation and the heads of many ministers rolled. Even the Supreme Court directly started monitoring the cases, leading to the arrest of many politicians, officials and corporate honchos.

Statements of senior Ministers like Kapil Sibal and Manish Tiwari ridiculing him and also proposing 'zero loss' theory did not deter him from his duty. As a true 'Karma Yogi', he did his job as the top auditor of this nation, owing allegiance only to the people of this nation.

Presently, CAG is appointed by the President of India on the recommendation of the Prime Minister. The appointment of Mr Shashi Kanth Sharma as the new CAG to succeed Mr Vinod Rai has raised lot of controversies on the grounds of conflict of interest. He has served over 10 years in the Defence Ministry. Critics allege that Shashi Kanth Sharma auditing the controversial copter scam, covering his tenure, by himself, may pose more problems.

Since CAG is a constitutional authority vested with the task of auditing the accounts of the Government, there is a growing demand for appointing CAG through a 'collegium' like the appointment of CVC.

PreSense joins the nation in saluting Mr Vinod Rai for his outstanding contribution to the nation, by exposing the various scams and irregularities. Let us pray for his healthy and happy retired life.



Dr Abdul Kalam Positions India in Global Orbit

US Based NSS Presents Prestigious Von Braun Award



The US based National Space Society's (NSS) prestigious Wernher von Braun Memorial Award was presented to Dr. Abdul Kalam on Friday, May 24 at the 2013 International Space Development Conference (ISDC). Mark Hopkins, Chairman of NSS presented the Awards in the presence of eminent space scientists at San Diego, CA. (photo)

Wernher von Braun (March 23, 1912 – June 16, 1977) is considered 'the Father of Rocket Science' by space scientists. The Wernher von Braun Memorial Award, instituted by the National Space Society, is awarded during odd-numbered years, to recognise excellence in management of and leadership for a space-related project where the project is significant and successful and the manager has the loyalty of a strong team that he or she has created. The

Award is presented from 1993 and Dr. Kalam is the 10th recipient of this Award.

The National Space Society honoured Dr. Kalam for his long-time work in and support of India's space program, and his support for space development. National Space Society has published in their website equating Dr. Kalam's life's work to that of Dr. Wernher von Braun in many ways. India first developed rockets for military use, but Dr. Kalam, like von Braun, was in the forefront of "turning missiles into space launch vehicles." National Space Society has described Dr Abdul Kalam as "Wernher von Braun of India".

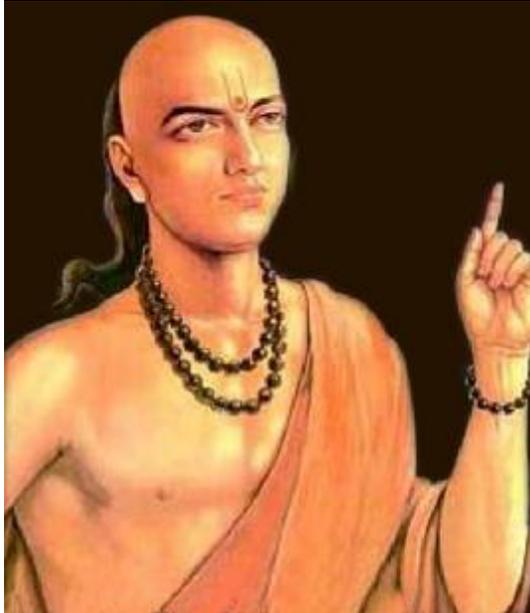
After receiving the prestigious Award, Dr Abdul Kalam spoke on the subject, 'SPACE SOLAR POWER: KEY TO A LIVEABLE PLANET EARTH'. Dr. Kalam spoke about space-based solar power, which is attracting attention as a potential major global energy and electricity source. He suggested the creation of the World Space Knowledge platform with a virtual laboratory for space industrialisation by USA and India in collaboration with other space faring nations. Dr. Kalam said the virtual laboratory for space solar power can bring a possible, workable and optimum solution particularly for transfer of such energy to terrestrial stations.



Ancient Indian Wisdom

Aryabhata, the Great Mathematician and Astronomer

Aryabhata (476–550 CE) was the first great mathematician-astronomer of ancient India. He wrote *Aryabhatiya*, a Magnum Opus in 499 CE. *Aryabhatiya* mentioned in the *Aryabhatiya* that it was composed in the era 3,630 years into the Kali Yuga, when he was 23 years old.



Aryabhata was born in 476 CE in Taregna (literal meaning being the song of the stars), which is a small town in Bihar, India, about 30 km from Patna (then known as Pataliputra), the capital city of Bihar State. Although there are some disputes about his place of birth, generally, Taregna is accepted as his birth place.

It is also understood that at some point, he went to Kusumapura for advanced studies and that he lived there for some time. Hindu and Buddhist traditions and Bhāskara I (CE 629), identify Kusumapura as Pāṭaliputra (modern Patna). A verse mentions that Aryabhata was the head of an institution (Kulapati) at Kusumapura. As the

Nalanda University was in Pataliputra during those time and had an astronomical observatory, it is speculated that Aryabhata might have been the head of the Nalanda University at that period.

Aryabhata is also reputed to have set up an observatory at the Sun temple in Taregana, Bihar. Taregna experienced a sudden load of visitors coming to the village to see the solar eclipse on July 22, 2009. According to the scientists, it was one of the best locations within the path of totality to watch the solar eclipse. Aryabhata accurately explained the causes of eclipses of the sun and the moon.

His value for the length of the year at 365 days 6 hours 12 minutes 30 seconds is only 3 minutes 20 seconds longer than the true value of 365 days 6 hours 9 minutes 10 seconds found out by the scientists now.

He estimated the value of 'Pi' as $\text{Pi} = \frac{62832}{20000} = 3.1416$, correct to four rounded-off decimal places.

Aryabhata accurately calculated the earth's circumference as 24,835 miles, which was only 0.2% less than the actual value of 24,902 miles. This approximation remained the most accurate for over a thousand years.

Though some of the scholars attribute the invention of 'zero' to him, some others attribute it to the Vedic period.

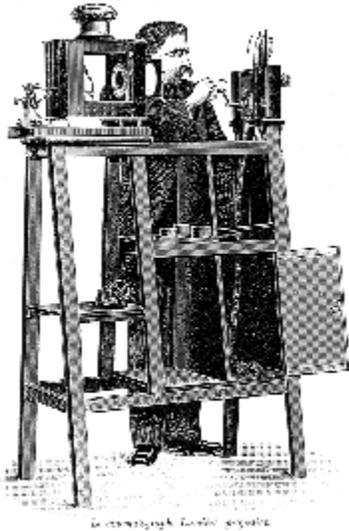
The Indian Government named the first Indian Satellite after Aryabhata.

With input: Mr. D. K. Hari, Bharathgyan <http://www.bharathgyan.com/>

National – Remembering Historic Events relating to May

Jai Ho – Indian Cinema hits Century

The Indian Cinema Industry entered the 100th year on 3rd May 2013. India ranks first among the nations, which produce films, and contributes nearly 23% of the films produced in the world.



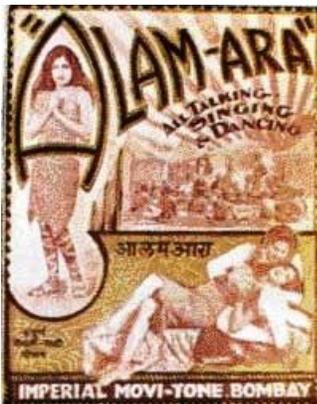
Lumieres' Cinematographie

Within a year of Lumieres' first exhibiting their cinematographie in Paris, an agent brought the equipments and films from France and exhibited moving pictures in Bombay (now known as Mumbai) on 7th July 1896. Within a few months, this was shown in Madras and Calcutta. It is said that when the Lumieres showed their moving picture of the arrival of a train on the screen, the audience rushed outside the theatre at Bombay and Madras fearing as if they were going to be run over by the oncoming train.

First silent movie in 1913

The first feature film in Marathi "Raja Harishchandra" (a silent movie) made by Dadasaheb Phalke was released on 3rd May 1913, marking the beginning of Indian cinema industry. The film was Dada's first feature film venture of full film length of 3700 ft (in four reels), about 50 minutes of running time, and it took seven months 21 days to complete the film. The film was screened at the Coronation Cinema in 1913 before an invited audience of representatives of the press, and guests. The film received wide acclaim and was a commercial success. Phalke followed it up by making films such as Satyavan Savitri, Satyawadi Raja Harish Chandra (1917), Lanka Dahan (1917), Sri Krishna Janma (1918) and Kaliya Mardan (1919). Dadasaheb Phalke is now known as 'Father of Indian Cinema'. During the early days, no woman was

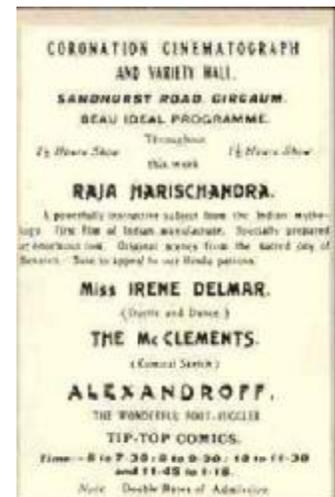
willing to act in films and hence men were playing the roles of women.



"Imperial Movie-Tone".

First Indian talkie in 1931

The first Indian talkie 'Alam Ara' (with sound) directed by Ardeshir Irani was released in Majestic Cinema on 14th March 1931. This film had 7 songs. During that time, there was no sound proof recording theatres or dubbing. The shootings used to be held in the nights with actors acting and delivering the dialogues or singing live. The recordings used to be done with hidden microphones. Alam Ara ran for 124 minutes. This film changed the course of direction of Indian films. This film was produced by



Tamil and Telugu movies



After producing Alam Ara in 1931, Ardeshir Irani made many talkies in the same sets at Bombay. In the same year Bhakta Prahlada, the first Telugu talking film and Kalidas (in Tamil) were made in the sets of Alam Ara. Both were directed by H M Reddy, one of the earlier assistants of Ardeshir Irani. Kalidas had multiple language dialogues and songs. (Photo on left - Newspaper advertisement about Kalidas on 29th October 1931)

It is reported that when the first film reels of Kalidas was brought to Madras Central Railway Station, it was welcomed by the people with great excitement. Though the film was released on 31st October 1931, Swadesamitran, one of the leading Tamil dailies of those time wrote a review praising the movie, on 29th October itself.

Bhaktha Prahlada (Telugu talkie) was first released in Bombay on 6th February 1932 and then in Madras on 2nd April 1932. Later it was released in Andhra, but no documentary proof is available on the date of release in this region.

Gemini introduced new style of publicity

A turning point in the film industry happened when 'Chandralekha' was produced by Gemini S S Vasan in 1948. This was the first grand film in India produced at a cost of Rs.30 lakhs during 1948. It had a magnificent dance sequence with a large number of dancers dancing on drums. This was also the first film in India to be released in 609 theatres both in India and abroad with sub titles. For the first time, S S Vasan spent heavily on huge publicity banners all over the country to promote the film. The huge face of the actress in a mega poster in Bombay, attracted a large crowd at that time. The film, running for 207 minutes, was produced in the popular 'Gemini Studios' and the production took 5 years. The film was released in April 1948.



Growth of Indian Cinema

From then on, Indian cinema started moving faster. From the 'drama' type cinemas, real dialogue oriented, music oriented films started evolving. From the ancient epic oriented films, directors started taking social issues. From studio oriented settings, the directors moved to real time locations in villages, rivers and mountains for shooting their films.

Today, Indian Cinema has acquired the capability in technology and creativity to match international standards. India is the topmost country in the world to produce a large number of films. India produces around 1200 films every year. On an average, around 20 million people watch the movies in theatres every day. With the growth of television, cable TV, and exclusive film oriented channels, more and more people are watching movies.

Hindi (Bollywood), Tamil (Kollywood) and Telugu (Tollywood) films constitute nearly three-fourth of the films produced in India. These films have also captured international attention.

Great Indian Directors

Many Indian cinema directors like Satyajit Ray, Mrinal Sen, V Shantharam, Dada Saheb Palke, Adoor Gopalakrishnan, K. Balachander, Mani Ratnam, Mahendran, L V Prasad, K Viswanath, Adurthi Subbarao and many more veterans have contributed in their own way to the growth of Indian Cinema Industry.

Films influencing politics



In the past four decades, we have seen film personalities like MGR, NTR, Jayalalitha, Karunanidhi and Vijayakanth occupying high political positions in the South. The film industry still influences political decisions in Tamil Nadu and Andhra. (Photo: M G Ramachandran and N T Ramarao, actors turned Chief Ministers)

Serious Concerns

On the positive side, Indian Cinema has developed creativity and capability to match international standards. In the recent decades, it has also become highly commercial, focusing only on revenue. The involvement of underground people and black money has made the industry quite dangerous.

Many of the young directors feel that the 'Masters' who are highly creative and change the industry to the next level, do not get recognised, and in their passion for films and creativity, they undergo much humiliation. The industry, which provides employment opportunities to millions of people directly and indirectly, should get relief from the clutches of unwanted anti-national elements and work towards the development of the nation.

Input courtesy to P K Saravanan (Anna University) and Dhanapal Padmanabhan (Cine Director)

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www.poduniversal.com

Avoiding media during crisis is the worst option

Mr T N Ashok (Corporate communication Consultant, Delhi)

Corporates (CEOs, CFOs) believe that a press release about an announcement should be written in a fashion that will please its shareholders and not the news media which is expected to publicise. The fact is, if a news release is presented in a news form it is picked up by newspapers and also better understood by shareholders.

Corporates believe that meeting the media frequently is a dangerous practice. The fact is that if you meet them regularly you are seen as transparent and willing to share information. You buy goodwill and avoid a hostile press. Corporates feel that avoiding the media during a crisis is the best option. The fact is it is the worst thing to do. You end up creating suspicion in the minds of the media and open up

unnecessary media speculation that could be damaging to the company. Corporates feel that they can present their viewpoints better to the world through the media, only through five star lunches, dinners and expensive gifts. The fact is that it proves counterproductive with the serious minded journalists. If you have nothing big to say do not meet the press; if you have something to say even a cup of tea would do; you can be on the front page depending upon the news you make.



Media friendly CEOs should know where to draw the line

Mr Tushar (Senior Public Relations professional, Mumbai)

Some senior management officials of many companies (read CEOs) have more than 200 journalists on their cell phone. They pick up any incoming call from



them in order to give them their opinion or views on the company, competition, policy and so on. They are always available to the media. One such CEO had the similar ability and he boasted about his PR skills to the agency. One day Mr. CEO told a very friendly journalist that he went and met the Chairman of the rival company 'X' for the position of CEO. Next day - it was

a Headline "X on expansion, plans to poach CEO from Y" with a confirmation from Mr. CEO that he met the big boss of other company.

Our dear friend had a tough time retaining his job and the other party did not hire him - stating that they had no poaching agreement with that company and they did not hire people from there. Mr. CEO is working with a third company now and he does not have any journalists' numbers in his cell phone. However, as a PR professional my advice is "never do it". Having a media friendly CEO is a boon to PR guys but he or she should understand where to draw the line and behave with responsibility and care.

Golden rule is: be always accessible but not always available.

PRince

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BY - TRIAMBAK SHARMA

IPL Category is for "QUICK
FIX".. within 24 hours... But
no GUARANTEE !!



Controversy

The IPL Fiasco

The Indian Premier League or IPL, is an annual professional cricketing league, played as twenty-over (T20) matches under the organising banner of the Board of Control for Cricket in India (BCCI). Foreign as well as Indian players are auctioned and 'bought' by franchisee owners for their respective teams. IPL is lauded as a platform of opportunity for renowned cricketers, who usually play against each other when they play for their respective countries, to play together in a team. It is also commended as the platform for budding Indian players to showcase their talent and also gain experience, playing alongside seasoned players. IPL brings in big money from auction of players, revenues through advertisements, and attractive prize money, both for BCCI and the people associated with it.

This year's IPL – Season 6 – concluded in the third week of May 2013 after a seven-week session. Every evening, cricket enthusiasts used to look forward to matches, played by the



nine teams of different regions of India. Things seemed to go hunky-dory as the League progressed towards the climax of play-outs for the final, until the bomb of a scandal broke out in the second week of May.

Three players belonging to one of the teams were taken in by the police for alleged illegal activities and unfair playing during matches. The term 'fixing' raised its ugly head. The players were accused of 'spot-fixing' which unfairly influenced the result of the match.

What shocked the people of cricketing India was the emerging disclosures by the players, exposing the involvement of many more people. Bookies, conduits between bookies and 'fixers', those who betted in IPL and franchisee owners who shared crucial team playing strategies with bookies, have been taken in by the police for questioning and interrogation of their alleged role in the manipulation of the IPL matches for big money.

The credibility of BCCI with IPL took an ugly turn with the refusal of the President of BCCI to step down on moral grounds as his family member was the defiled franchisee owner. The country at large, spearheaded by the aggressive domestic media, is now hounding the fraternity of BCCI and sports professionals over this fiasco.

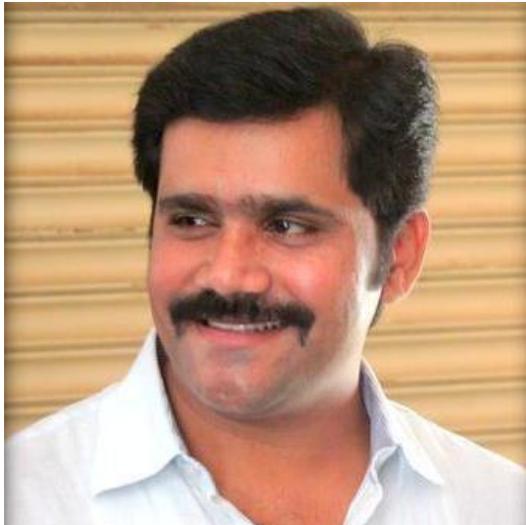
'Spot Fixing' refers to the illegal activity where the bowler deliberately bowls poorly, giving away runs to the batsman. The bowler is paid for this compromise by the bookies who in turn, bet on the pre-determined number of runs scored during the 'fixed' over, and make big money themselves.

Millions worth of dollars is exchanged between hands during the cricketing season through betting, which is illegal in India. Players are tempted to fall into the trap of fixing, when they are lured by the offer of quick and big money as well as honey traps. The much recommended solution to this precarious situation is legalisation of betting as is prevalent abroad, and confining punishment to wilful spot/match-fixing, either directly or indirectly.

By Susan Koshy, Editorial Team Member

Ignited Minds

Denial of US Visa to CH Sekar, Made him Enter Politics



In these days, when everybody abuses politics as a dirty drain, CH Sekar (34), a topper in the Engineering College, preferred to enter the so called 'drain' boldly to make it clean.

Social service in early days

Hailing from a small town Gummidipoondi in North Tamil Nadu, he used to spend his leisure time doing social work and temple cleaning right from his boyhood. During his college days, he used to be passionate about modelling and ramp walking in fashion shows. Though many offers came knocking at his door for acting in films, he preferred to continue his studies and social work.

Being one of the brilliant students, after his graduation in mechanical engineering, he got admission in 2001 to pursue his post graduation in a popular US University to study 'industrial engineering'.

Turning point in life – US visa denied for no reasons

While he was standing in the queue for visa at US Consulate General Office, Chennai, all the 15 persons standing before him were given visa without much questioning. When his turn came, the shift of the handling officer changed and a new Black American lady attended to him. Though he had all the required documents with him, she threw the file at him, refusing him visa, without giving any reason.

The young Sekar was shocked at the arrogance of the handling officer and determined not to step into the United States at all. Though his sister lives in US and has been inviting him over, till date, he has not visited USA because of the bad treatment meted to him at the Consulate.

He started assisting his father, Mr Appala Naidu, an honest Government officer turned businessman. He continued his social service to the people of his locality, besides taking care of his father's business.

Entering active politics

Service-minded Sekar felt that serving the society through a political brand was better than individual service. His close friends encouraged him to join politics. Since he would not be able to promote his identity if he joined the major political parties, he chose DMDK (Desiya Dravida Munnetra Kazhagam) floated then by the actor, Vijayakanth in 2004. Since he was one of the earliest members of DMDK, he was able to get a key party position quickly. At that time, he was 25 years old.



“In early 2000, the country had nearly 30% of the youth and I projected that the country would reach 60% youth population in ten years from then. Elderly people beyond 50 and 60 years of age cannot understand the problems of the youth. Hence, I am advocating all the youth in the age group of 20s and 30s to join politics, to change the nation. I want to be the change-agent”, said CH Sekar in an exclusive conversation with PreSense.

First defeat in politics

He contested the Assembly Elections under DMDK ticket in 2006 for the first time, when he was 27 years old. He was then the District Secretary of the party. Without any alliance with major parties, he secured 23,000 votes, which was then one of the top achievements of DMDK. Although he was defeated, he learnt a lot from the good and bad experiences of contesting in the elections.

“Many people, after the first political defeat, leave the party and pursue another profession, due to family compulsions. In my case, because of my family support and the regular income through my family business, I preferred to continue in the political journey”, said a confident Sekar.

After his defeat, he started nurturing the Gummidipoondi constituency with 131 village panchayats. This is one of the largest constituencies in Tamil Nadu with more than 200 Sq Km area. He continued his service to the people enthusiastically along with his young friends.

People elect Sekar as MLA

During the 2011 Assembly elections, DMDK had an alliance with AIADMK and again Sekar contested under DMDK ticket. This time he secured nearly 1 lakh (100,000) votes (55% of vote share) and won with more than 30,000 votes margin.

Normally, the Government provides one office and one assistant to the MLAs to attend to their constituency work. Since his constituency is one of the largest constituencies in the state, he set up 4 offices in different locations with assistants, at his own cost, so that people could visit the MLA office without travelling too far and submit their grievances.



Each office covers nearly 30 to 35 nearby villages. Sekar visits all the four offices by rotation every week on a specific day, to meet the people. He is also available on his mobile, facebook and email to his people always.

Achievements



“At that time of elections, I promised to get (a) a bus depot to connect the rural areas, (b) a sports stadium to promote sports among youth and (c) to make Periyapalayam temple a tourist centre. Within two years, I obtained the approval from the Government and the implementation is in progress”, said CH Sekar with a sense of satisfaction.

Vision for his constituency

His focus is rural education and rural health. He has been taking up individual issues with the Government for rectification. Every year, MLAs are allowed to spend Rs.2 crores (Rs.20,000,000) as MLA-LADS Fund. He utilises the money in building community halls in villages, toilets for girl students in schools and providing mineral water plants in all the schools. “Many girl students drop out from schools because of the lack of proper toilet facilities. I have already provided toilets in many schools. Within one year, I would ensure that all the schools are provided with toilet facilities and drinking water facilities” said Sekar confidently.

When asked about his role-model, he replied that he wanted himself to be the role-model for other young politicians. However, he considers Dr Abdul Kalam as a role model for public life and his father, Mr Appala Naidu as his role model for personal life. “My father used to do any work with passion and commitment. He always maintained work-life balance. However busy he was, he would spend time with family members and children. I follow his example”, said Mr Sekar.

Active in social media

Sekar is quite active on Facebook. He updates his page regularly. Out of 5,000 friends, he estimates around 4,000 members are from his constituency, working in other places. He wants to keep his constituency people updated about his activities. Many Facebook members write to him personally too, to resolve grievances.

He wants to serve the constituency in state politics for another 10 or 15 years and then move on to national politics, after gaining experience.

Message to aspiring young politicians

CH Sekar feels that committed and sincere youngsters should take up political work instead of blaming the system from outside. While concluding the conversation, he recalled the rejection of visa by the US Consulate General Office. If the lady had granted him a visa, he would have been one of the software engineers working abroad. “Probably, God wanted me to serve the society as a politician and that was why, he made that lady to reject my visa application without any reason. Now I am fulfilling God’s desire”, Sekar ended his conversation with a positive note.

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