

PR SENSE

Spreading Positive Vibrations

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Man of the Month



Narendra Modi
Prime Minister of India

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From the Desk of Editor-in-Chief



We are pleased to release the 86th edition (May 2014) of our ezine, PreSense with interesting contents.

Shri Narendra Modi, after winning with a thumping majority of seats in the Lok Sabha has now taken over as the 15th Prime Minister of India. He has raised high hopes among the Indian citizens. This time, we have two cover stories, with the first one on his election as Prime Minister of India.

In the second cover story, we have featured Rashtriya Swayamsevak Sangh, (RSS) and their involvement in the General Elections. Article 370 of the Indian Constitution has been stirred up as a hot topic for debate. We have analysed the background of Article 370 and its implications.

We are confident that you will continue to enjoy the ezine. Please send us your feedback.

K. Srinivasan



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Cover Story I

Know your Prime Minister



On 26th May 2014, Narendra Damodardas Modi (63) was sworn in as the 15th Prime Minister of India in an impressive function at the official residence of the President of India, the Rashtrapati Bhavan, New Delhi in the presence of Indian and international dignitaries, including the Heads of the SAARC (South Asian Association of Regional Cooperation) nations.

Narendra Modi was born on 17th September, 1950 into a poor family in Gujarat. He joined the Rashtriya Swayamsevak Sangh (RSS, a social and cultural organisation) at a young age to do national service. He joined the Bharatiya Janata Party (BJP) in 1987. He was responsible for the growth of the party's presence in Gujarat. Modi is known for his election strategies. He led the BJP Party to power in Gujarat in 1995 and 1998 through his well-planned out strategies and their execution.

In October 2001, when the Gujarat Government faced an acute governance crisis, he was asked by the Party's leadership to take over the helm of the State as Chief Minister, in spite of his zero experience in the Government.

The Gujarat Experience

After taking charge of the Gujarat Government, Modi faced several critical situations like the devastating earthquake in Bhuj, the Godhra riots and the terrorist attack on *Akshardam* during 2002. Modi was accused of inaction in Godhra riots and even alleged involvement. The Supreme Court acquitted him of all the allegations and charges. During the 13 years of his Chief Ministership in Gujarat, he proved himself as a development-oriented and good administrator.

In September 2013, in spite of the resentment of senior party leaders like L. K. Advani, he was named the Prime Ministerial candidate by BJP. Since then, he galvanised the BJP cadre, which had remained frustrated after the poll debacles in 2004 and 2009.



Election Campaign – 16th General Elections

Narendra Modi travelled more than 300,000 kilometres across the country and addressed more than 5,800 meetings and rallies. The campaign theme *Abki Baar Modi Sarkar* - meaning 'This Time, (it's) Modi Government' - and 'Minimum Government, Maximum Governance' appealed to the voters. Even when the opposition parties continued to taunt him personally, he pursued undauntedly, with his dream mission of forming an NDA (National Democratic Alliance) Government. In spite of the apprehensions that he would not be able to bring together poll allies, more than 20 parties joined him in the NDA alliance. Modi campaigned aggressively through the effective use of technology and the internet, to draw the younger generation and the middle class voters. His promise of the Gujarat model of development attracted most voters.

Campaign by UPA

UPA, (United Progressive Alliance), led by the Congress Party, could not match Modi's zealous campaigning. Modi converted every accusation of UPA into an opportunity for himself and his party. For example, when Mani Shankar Iyer ridiculed Modi as a 'tea vendor', Modi capitalised on it to attract the poor section of the society. He held live discussions with the people across the country through video conferencing in what he called '*Chai Pe Charcha*' (Discussions over Tea). His nomination paper was signed by a tea vendor.

Various scams during the UPA regime, especially the 2G Scam and the Coalgate Scam were the main causes for the downfall of the Congress-led UPA Government. During their campaigning, the Congress focused more on pulling down Narendra Modi, than projecting their own accomplishments. Modi thus gained the centre-stage and capitalised on this opportunity to project his strengths and capabilities, challenging Congress' mud-slinging. Narendra Modi was projected as a strong contender as Prime Minister. The Congress and the Third Front parties on the other hand, did not name any leader or Prime Minister candidate, to match Modi's calibre.



**Narendra Modi prostrating
In front of Parliament House before being selected by
the party as Prime Minister**

The Congress and the other Third Front leaders failed to present the prospective voters with any constructive plans or strategies and instead indulged in negative campaigning by canvassing about 'Modi's threat to secularism', to the voters, missing the mood of the nation for a development agenda.

Modi's Electoral Achievement

The aftermath of these campaigns was the sweeping performance by BJP, securing 282 seats (NDA 336 seats) out of 543 seats. BJP gained absolute majority to form a Government on their own. Congress won 44 seats, failing to win even the opposition party



status, which required a minimum of 55 seats. The other major parties which were supporting Congress either directly or indirectly, like the Communist parties, NC, NCP, DMK, BSP and SP lost their prominence. The massive victory of Narendra Modi reflects the anger of the voters and the desire for change.



Prime Minister Narendra Modi in his office at South Block on 27th May 2014

When Narendra Modi announced Mission 272+ (which projected a win of over 272 seats in the elections), to galvanise their workers to achieve a single majority, many were skeptical. But his untiring efforts and confidence in himself and in the system, proved him right.

Challenges

On 26th May 2014, Narendra Modi was sworn in with 44 Ministers. Just

like when he took over Gujarat in 2001 as Chief Minister without any experience, he has now taken over as the Prime Minister of India without any experience in the Central Government. Since he is perceived to be a good administrator and listener, the expectations of voters are very high. The economic condition of the nation, the price rise, the chronic state of corruption, strained relationship with neighbouring countries, the issue of unemployment, unaddressed issue of power shortage, and many more challenges are awaiting his attention and redressal.

His invitation to the heads of SAARC countries has sent out a message to the world that he is interested in good relations with other countries. Modi has created hope and confidence in the minds of the Indians. Immediately after taking charge as PM, he has also given a 10-point agenda to all his colleagues in the Government. He shows indications of proving himself to be an effective Prime Minister.

NaMo's Top 10 Mantras for Mantri-mandal

- Build up confidence in bureaucracy**
- Welcome innovative ideas. Give bureaucrats independence to work without pressure**
- Education, health, water, energy & roads get top priority**
- Transparency in governance. E-auction will be promoted in tendering & government work**
- Mechanism for inter-ministerial issues**
- Infrastructure & investment reforms**
- Addressing concerns about economy**
- Implement policy in time-bound manner**
- Stability and sustainability in govt policy**

People-oriented system to be put in place. Stress on addressing people's problems

Graphics Courtesy: Economic Times

By K. Srinivasan, Editor in Chief



Cover Story II

Role of RSS in the General Elections 2014



Dr Mohan Bhagwat, Chief of RSS

RSS Involvement in Elections

Recently, Ram Madhav, a senior leader of Rashtriya Swayamsevak Sangh (RSS) confirmed to the media, their involvement in the recent Parliamentary Elections to make Narendra Modi the Prime Minister. Generally, RSS does not compete in the elections and does not share power. Ram Madhav further confirmed that this was the second time that RSS had totally involved their cadre in the election strategies. Even Prime Minister Narendra Modi confirmed the active involvement of RSS in his victory. When Indira Gandhi imposed emergency in 1975, RSS was banned and more than 10,000 RSS workers were arrested. During the 1977 General Elections, RSS worked at the ground level to defeat Indira Gandhi. During that time, the Janata Party won 345 seats out of 543 seats and formed the Government. Though RSS is an apolitical organisation, they involved their cadre to restore democracy in 1977, Ram Madhav said.

After 26 years, RSS recently involved their cadre again to bring a change of Government, when the nation was facing large scale corruption, policy paralysis and lack of leadership. Congress made public statements that the electoral fight was between Congress and RSS. Interestingly, NDA won 336 seats in the Lok Sabha. RSS is known to work from behind and not publicising their achievements, however significant they might be.



RSS – Background

RSS was founded by Dr. Keshav Baliram Hedgewar in 1925 with the intention of promoting the concept of a united India and to promote indigenous ideology. They drew inspiration from social and spiritual leaders like Swami Vivekananda, Vinayak Damodar Savarkar and Aurobindo. Their cadre was also active during the freedom movement.

RSS conducts a daily one-hour '*Shakha*' (training) of yoga, physical exercise and games for their members to develop their spirit of nationalism and patriotism. It is reported that around 5,500 full-time workers (*pracharaks*) manage the RSS. Atal Bihari Vajpayee, L K Advani and Narendra Modi started their public service as *pracharaks*. It is also estimated that around 50,000 *shakhas* are held every day throughout India, with the participation of nearly 800,000 to 1,000,000 volunteer members, belonging to various castes and professions, without any discrimination of status.

The RSS network has more than 30 sister organisations, viz. *Sangh Parivar*, which includes the political wing BJP, India's largest trade union *Bharatiya Mazdoor Sangh* (11 million membership), India's largest student union, *Akhil Bharatiya Vidyarthi Parishad* (ABVP with 2,200,000 members), *Vidya Bharathi* (running 13,500 schools with 3 million students), *Bharatiya Kisan Sangh* (2 million members), *Muslim Rashtriya Manch* (1 million members), *Vanavasi Kalyan Ashram* and many others. RSS spreads the message of patriotism and nationalism in all the districts of the country through these organisations.

The current chief of RSS (*Sarsanghchalak*) Dr. Mohanji Bhagwat is the 7th chief after the launch of RSS and he is the mentor for all the *Sangh Parivar* organisations.

Rescue Operations during Crises

The RSS cadre is known for its rescue operations during disaster situations like the Bhuj earthquake in 2001, Tsunami in 2004 and the Uttarkhand disaster in 2013.

In 1962, the then Prime Minister, Pandit Jawaharlal Nehru had requested RSS to assist the Government in various assignments during the Sino-Indian War. As a gesture of goodwill, in 1963, Pandit Nehru invited RSS to participate in the Republic Day parade at New Delhi. Again in 1965, during the Indo-Pak war, RSS was requested by the then Prime Minister, Lal Bahadur Shastri to take care of the law and order and the traffic in Delhi, so that the policemen could be spared for war duties. Even during the 1971 Indo-Pak war, RSS cadre helped the authorities to maintain law and order in various states.

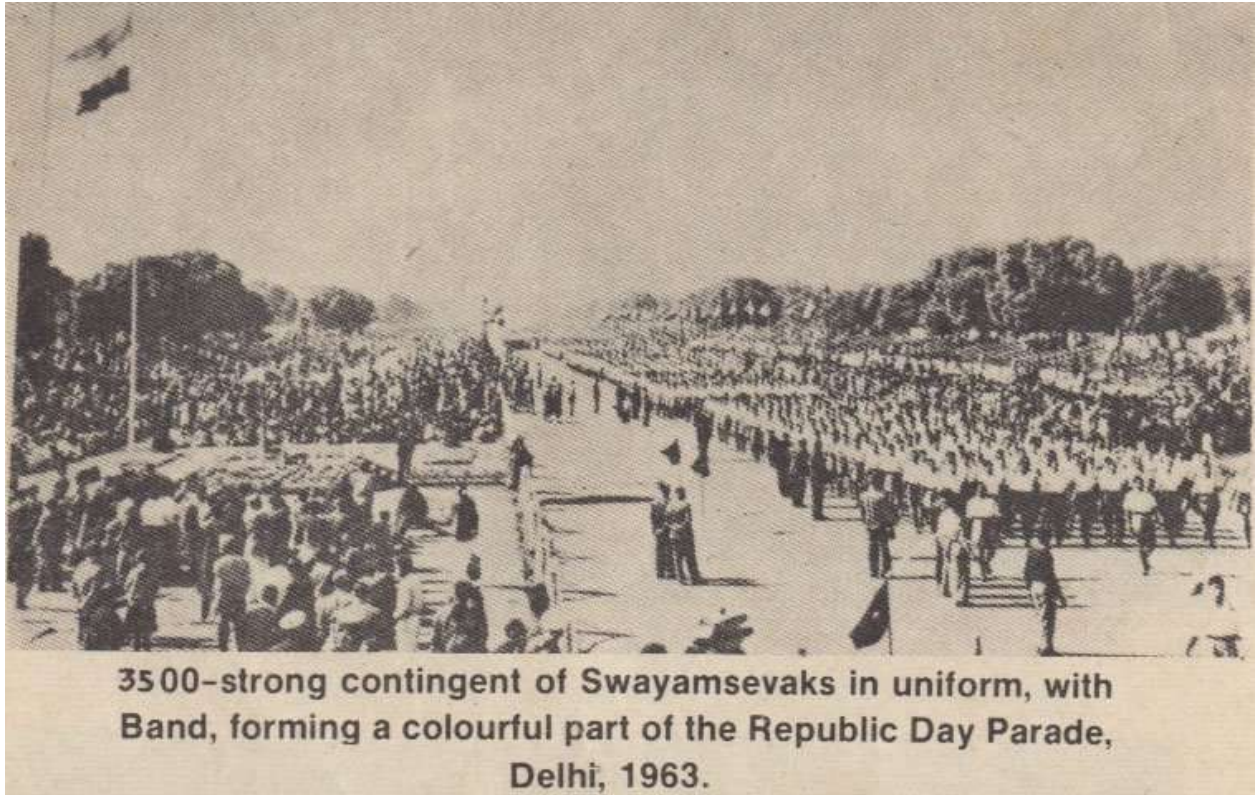
When Gandhiji visited a 1500-strong RSS camp at Wardha in 1934, he was pleasantly surprised to find that the *Swayamsevaks* were not even aware of the castes of one another, not to speak of any ideas of untouchability. The visit left such a deep impression on Gandhiji's that he referred to it thirteen years later.

Controversy

The RSS, with its paramilitary style of functioning and its emphasis on discipline and nationalism, is sometimes seen by some as "an Indian version of fascism". When Mahatma Gandhi was assassinated in 1948 by Nathuram Godse, an ex-member of RSS, the Nehru Government banned RSS for the first time in February 1948. Justice Kapur Commission was set up to enquire into the murder of Mahatma Gandhi. Justice Kapur observed that RSS was not responsible for the murder of Mahatma Gandhi. The Government lifted the ban in July 1949 with the condition that RSS should adopt a constitution.



RSS was again banned in 1975 during Emergency and the ban was lifted in 1977.



Confused Perception about RSS due to Lack of PR

RSS, as a matter of policy, does not display any reaction to bouquets or brickbats. Thus, even misleading and wrong information about RSS go undefended. This leads to confused perceptions about it. Even for writing this article, I had to struggle to get information as they do not have any professional Public Relations set-up, to share their positive achievements and services to the nation.

By K Srinivasan, Editor In Chief

The earlier issues of our Ezine can be downloaded from

www.corpezine.com

Please visit

www.primepoint.in

(our Political Analysis)



Controversy

The Ado about Article 370

The Minister of State in the Prime Minister's Office (PMO), Jitendra Singh stirred up a controversy recently by talking about initiating a debate on Article 370 of the Indian Constitution, which grants special status to the northernmost state of Jammu and Kashmir.

This seemingly off-the-cuff comment has fuelled a debate on the sensitive subject, both in the media and on political platforms. It may be recalled that when the Bharatiya Janata Party held its rally in Jammu during December 2013, its then prime ministerial candidate, Narendra Modi, had called for a debate on Article 370.

All About Article 370

What is Article 370?
EXCEPT FOR DEFENCE, foreign affairs, communications and matters specified in the Instrument of Accession of J&K, Indian Parliament needs the concurrence of the J&K Government for applying all other laws.

ARTICLE 370, HENCE, GRANTS SPECIAL STATUS TO JAMMU AND KASHMIR, A SEPARATE CONSTITUTION AND PENAL CODE

Can It Be Abrogated?
IT IS NOT POSSIBLE FOR THE CENTRE TO REVOKE ARTICLE 370 WITHOUT CONCURRENCE OF THE J&K ASSEMBLY

THE PRESIDENT can declare that Article 370 ceases to be operative or shall be operative with exceptions and modifications

BUT FOR this, the President will need a recommendation from the Assembly of J&K

WITH NATIONAL CONFERENCE AND PDP AGAINST THE MOVE, SUCH A RECOMMENDATION CANNOT BE OBTAINED

WHY IS BJP AGAINST IT?
BJP AND ITS former avatar, the Jan Sangh has opposed this special status for the state. It believes that Article 370 has prevented J&K's complete integration with the rest of the country

IN ITS MANIFESTO for 2014 elections, BJP has said it will discuss Article 370 with all stakeholders and remains committed to abrogation of this Article

Reasons for Article 370

It is pertinent to know the genesis of, and understand the reason for Article 370. When India and Pakistan gained their national independence on August 15 and 14, 1947 respectively, Jammu & Kashmir chose to remain independent. Maharaja Hari Singh, the then ruler of Jammu & Kashmir, signed a standstill agreement with Pakistan. India refused to sign any such agreement. In October, 1947, Pakistani Muslim tribes attacked the Maharaja and the people of Jammu and Kashmir. To save his state from invasion, the Maharaja chose to accede Jammu & Kashmir to India, so that India could help in defending him. It was in the pursuance of those commitments that Article 370 was incorporated under Part XXI of the Constitution of India, which deals with

Graphics courtesy: Economic Times

"Temporary, Transitional and Special Provisions". Article 370 was worked out in late 1947 between Sheikh Abdullah, who had by then been appointed the Prime Minister of Jammu & Kashmir by Maharaja Hari Singh, and the then Prime Minister of India, Jawaharlal Nehru. Interestingly, Sheikh Abdullah had then argued that Article 370 should not be placed under 'temporary' provisions of the Constitution. He wanted 'iron-clad autonomy' for the state, which Centre did not comply with.

Dr Ambedkar opposed this Article 370 and refused to draft the article

It is interesting to note that Dr Ambedkar, the architect of Indian Constitution, refused to draft this Article 370 and it was drafted by Mr Gopalaswami Iyengar a State Minister. Dr. Ambedkar is reported to have told Sheikh Abdullah, "You wish India should protect your borders, she should build roads in your area, she should supply you food grains, and Kashmir should get equal status as India. But the Government of India should have only



limited powers and the Indian people should have no rights in Kashmir. To give consent to this proposal, would be a treacherous thing against the interests of India and I, as the Law Minister of India, will never do it " (Ref: wikipedia.org)

Implications of Article 370 on India and J&K

Article 370 was intended to provide space, in matters of governance, to the people of a state who felt deeply vulnerable about their identity and insecure about their future. The state of Jammu & Kashmir was thus accorded special autonomous status. All the provisions of the Constitution which are applicable to other states are not applicable to Jammu & Kashmir. For example, till 1965, Jammu & Kashmir had a *Sadr-e-Riyasat* for Governor and a Prime Minister in place of Chief Minister. Besides, except for defence, foreign affairs, finance and communications, the Parliament needs the State Government's concurrence for applying all other laws. Thus the state's residents live under a separate set of laws, including those related to citizenship, ownership of property, and fundamental rights, as compared to other Indians. Indian citizens from other states cannot purchase land or property in Jammu & Kashmir.

Under Article 370, the Centre has no power to declare financial emergency under Article 360 in the state. It can declare emergency in the state only in case of war or external aggression. The Union Government can therefore not declare emergency on grounds of internal disturbance or imminent danger unless it is made at the request or with the concurrence of the State Government.

Article 370 was included in the Constitution on a temporary provision and should have been gradually abrogated. This has not happened in the past sixty years. One asks why a state of the Indian Union should have a special status. It conveys a wrong signal not only to the resident Kashmiris but also to the separatists, to Pakistan and indeed to the international community that Jammu & Kashmir is yet to become an integral part of India. One is convinced that Article 370 has done little to integrate the state of Jammu and Kashmir with the rest of India.

Is it possible to revoke Article 370?

Can Article 370 be revoked unilaterally? Clause 3 of Article 370 states that the President of India may, by public notification, declare that this Article shall cease to be operative, but only on the recommendation of the Constituent Assembly of the State. In other words, Article 370 can be revoked only if the Constituent Assembly of Jammu and Kashmir is convened and is willing to recommend its revocation. The Parliament has the power to amend the Constitution to change this provision. But this could be subject to a judicial review which may find that this clause is a basic feature of the relationship between the State and the Centre, and hence not for review by it.

As one of the most debated and discussed article of the Constitution, Modi's suggestion of a debate, followed by Jitender Singh's reiteration, has brought the issue of this provision in the limelight once again.

To read full text of Article 370 of the Indian Constitution, please visit http://www.jammu-kashmir.com/documents/jk_art370.html

Compiled by Susan Koshy, Editor



Ancient Indian Wisdom

Decentralised system of Governance

One of the reasons for Ancient India being prosperous was the effective decentralized system of governance that it followed. The major strength and effectiveness of this governing system is that it facilitates a concept where the money collected as taxes in a region, is held and spent in the region itself for its development.


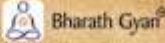
The system model cuts down the expenses involved in taking the monies all the way to the top, planning at the top and again dispersing the money all the way down through the channels back to the same villages, and thus avoids the effort and cost, in the form of administrative layers. It ensures efficiency in administration thus reducing the avenues for misappropriation, which we have seen on the rise in our country, especially in the last 60 years.


When the British started ruling India, their priority was tax collection, to fill up the coffers of East India Company. This necessitated the system of administration to be modelled as a centralized system which would enable easy exertion of authority and flow of money into their coffers. The governance was changed from a decentralized to a centralized system.

The centralised process involves huge administrative cost and transmission loss. In 1990, Prime Minister Rajiv Gandhi remarked that only 17 paise of every rupee reached the villages. He gave Panchayat Raj a new thrust and focus. After 18 years, i.e. in 2008, Rahul Gandhi, then General Secretary of the Congress Party remarked that only 2 paise out of every rupee spent reached the villages. This reflected the deterioration of our governance.

One of the landmark steps that the new Modi Government should take is to study in detail the ancient model of decentralized governance and implement it in phases in the next five years. That would truly lead to 'maximum governance'.

The suggestions of Medieval Senator, Marcus Tullius Cicero are relevant even for today.







**Marcus Tullius
Cicero
Senator**

"The Budget should be balanced, the treasury should be refilled, public debt should be reduced, the arrogance of officialdom should be tempered and controlled, and the assistance to foreign lands should be curtailed, lest Rome becomes bankrupt. People must again learn to work instead of living on public assistance."

his Senate address in 55 BCE



Roman Senate

By K. Srinivasan, Editor in Chief with input from D K Hari www.bharathgyan.com/



From the Archives of E-zine PreSense – May 2008

Computer Vision Syndrome – 10 Tips to save your eyes

People working on the computers continuously for a long time are likely to be affected by Computer Vision Syndrome

Symptoms

Irritation in eyes, watering in eyes, discomfort, fatigue, mild headache, mild eye ache, brow ache, neck pain etc.

Precautions to be taken

1. Do not sit directly under A/C blower. Eye should not get dried up; A/c blow should not be on the eyes.

2. Keep the position of the monitor 24 inches away from your eyes; and 6 inches below your eye level.

3. Every human being blinks the eyes 30 to 40 times a minute. While reading the book, it gets reduced to 20 times; While working on the computer, it is reduced to 7 times per minute. This leads to dryness of the eyes leading to various symptoms listed above. At frequent intervals, take your away from the computer and blink your eyes.

4. Follow the 20-20-20 rule. Every 20 minutes, look at an object at 20 feet away for 20 seconds.

5. Do eye exercises (like closing and opening of eyes, palming of your eyes and rotating the eyes in all directions, etc.)

6. Use Anti glare screen in the monitor or use glasses with anti-glare coating.

7. Sit in a comfortable chair with arm rest. Sitting posture is very important to avoid neck pains.

8. Use lubricating eye drops in consultation with your eye doctor.

9. Check up your eyes every six months with your eye doctor. If you have any symptoms, consult the doctor immediately.

10. Your spectacle should be prescribed based on the position of the Computer – distance and position of the monitor.



Thiruvalluvar's Guideline for New Government

பிணியின்மை செல்வம் விளைவின்பம் ஏமம் அணியென்ப நாட்டிவ் வைந்து (Thirukkural 738)

Translation: A country's jewels are these five: unfailing health, productivity, joy, a sure defence, and wealth.

This *Thirukkural* (couplet) emulates the five essentials indicative of good governance in a country, according to the famous poet and philosopher, Thiruvalluvar. The attributes covered in the couplet can be used as litmus to assess the standard of good governance in the country.



If the citizens of the country enjoy good health and care (in a well-structured health care system accessible by the people), are engaged in high productivity (by employment generation and gross national productivity), are happy and satisfied with each other and the ruler (high happiness quotient and sustainable communities), are rich in assets and net worth (enjoying holistic development in the country), and are well-protected and safeguarded from external and internal risks (by an effective defence ministry and set-up), the country is in good hands.

Dr.A.P.J.Abdul Kalam, former President of India, had quoted this *Thirukkural* in his speech in the Parliament during his tenure in office, to emphasise the importance of these attributes in the governance of India.

On May 26th 2014, the 15th Prime Minister and his 44-member Cabinet were sworn in, in an historical ceremony, personally witnessed by dignitaries from within and outside the country, and the people of India. The people now look forward with optimism and enthusiasm for good governance, and resurrection of the country to a position of unquestionable integrity, prestige, equitable wealth and well-being.

Note: (*Thirukkural* is a classic of 1330 rhyming Tamil couplets or *Kurals*, authored by the famous poet and philosopher, Thiruvalluvar 2000 years ago. *Thirukkural* is structured into 133 chapters of 10 couplets each, totally 1330 couplets. These chapters are divided into three sections, viz. அறம் (*Aram*) meaning Righteousness, பொருள் (*Porul*) meaning Wealth, and இன்பம் (*Inbam*) meaning Love. *Aram* and *Inbam* discuss personal issues, and *Porul* discusses public affairs. This particular *Thirukkural* (No.738) is taken from *Porul*. *Thirukkural* is set to specific and rhythmic beats. *Thirukkural* is well known, and translated into many languages. It is especially appreciated for its wisdom, its application in various aspects of life and for its consistent rhythmic rendering.

By Susan Koshy, Editor



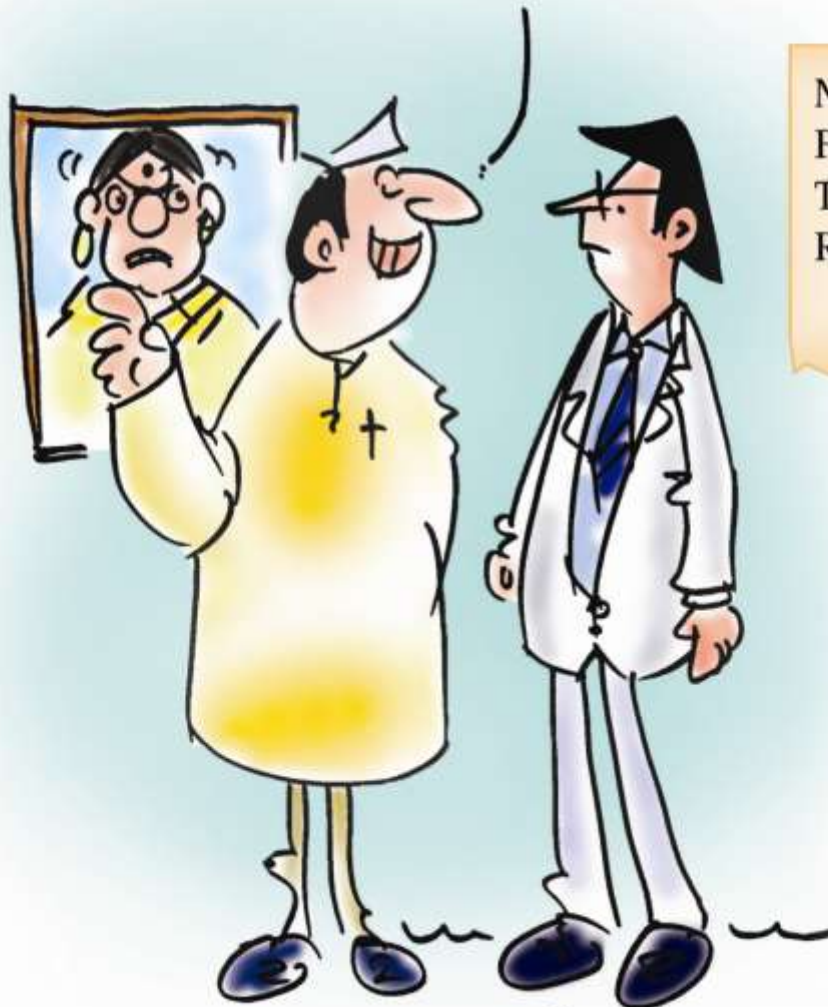
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By- TRIAMBAK SHARMA



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**I AM REALLY HAPPY WITH THIS
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IS NOT HAPPY...**



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