

# PR SENSE

Spreading Positive Vibrations

Issue No 75 – Jun 2013  
Published by Prime Point Foundation

## Man of the Month



## PRince Cartoon Character

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## From the Desk of Editor-in-Chief



The editorial team is extremely delighted to publish this landmark issue, which is the 75<sup>th</sup> edition of your ezine. In this edition, we cover the milestones in the journey of the ezine. A video presentation, produced by us in this regard, is also included as a link.

Our exclusive cartoon character Prince, with his lively sense of humour, has always been an icon of status to the ezine.

This prestigious edition was released by young professionals and students at three different centres simultaneously, viz. Chennai, Coimbatore and Motihari (Bihar).

This is a symbolic gesture to convey the importance of handing over the baton to the next generation to encourage them take up the leadership role in every sphere of life. *"The old order changeth, yielding place to new"* (Lord Alfred Tennyson).

The editorial team thanks all the readers for their sustained support and guidance. We also assure our readers that we will continue in our endeavour to provide high quality contents in the future too.

*K. Srinivasan*

**PR**  **SENSE**

Spreading positive vibrations

**Proudly dedicates this  
Platinum Jubilee (75<sup>th</sup>) Edition  
of the Ezine to**

# Indian Youth

**Since our cartoon character PRince is the  
Youth icon, we are carrying the cover story on PRince as  
Man of the Month. Also this edition was launched by youth at  
3 places in India simultaneously on 23<sup>rd</sup> June 2013 at 3 PM**



## Simultaneous launch of 75th edition at 3 places by youth

The Platinum Jubilee (75<sup>th</sup>) Edition of your Ezine PreSense was launched simultaneously at 3 places viz. Chennai, Coimbatore and Motihari-Bihar by youngsters India has now become a young nation with nearly 60% of the youth population.

While the milestones editions were released by nationally well known personalities, Editorial team decided to launch this 75<sup>th</sup> edition through youngsters at different places and to dedicate this edition to Indian Youth.



**Launch of 75th Edition by youngsters at Chennai on 23rd June 2013 - (L to R) Sukruti A Vadula, Hari Balaji, Nisha Thotta, Abdul Ghani**

The launch of the 75<sup>th</sup> edition was simultaneously done on 23<sup>rd</sup> June 2013 at 3.00 PM at different centres by youth. At Chennai, Nisha Thotta, Abdul Ghani and Hari Balaji, leaders of youth group 'YouThink' launched the (a) 75<sup>th</sup> edition of ezine (b) ebook on past PRince cartoons and (c) Dropbox link for all the past ezines. Nearly 100 youngsters and many seniors attended the event. This was followed with an interaction session on 'Social Media challenges'. Experts from Cyber Society of India clarified the various points raised by youngsters on the security of ATM cards, online banking, social media, etc.



Launch at Coimbatore by Vajresh Balaji (student) - 23rd June 2013

At the same time, Vajresh Balaji, a student at Coimbatore launched the ezine PreSense, ebook of PRince cartoons and the dropbox link in the presence of young

students in an orphanage.



**Launch at Motihari (Bihar) by Munna Kumar and other youngsters on 23rd June 2013**

Munnakumar and his friends of Khwab Foundation launched the ezine at that time at Motihari, Bihar in the presence of youngsters. They followed the launch with an interaction session on India Vision 2020.



## Cover Story

# The Interesting Story of Cartoon Character, PRince

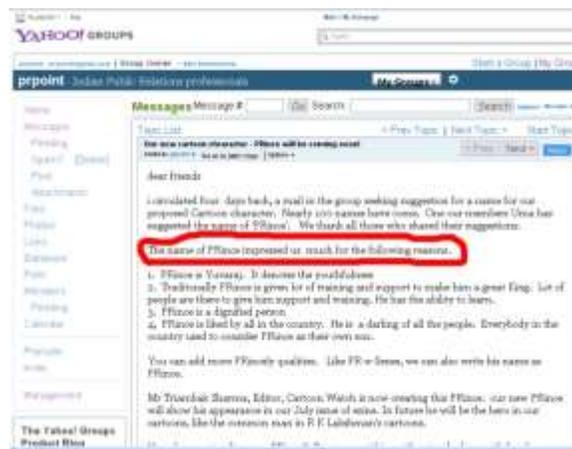
The cute little cartoon character, PRince has been adding value and humour to your ezine, PreSense for the past five years. He has been conveying powerful messages with a sense of humour. The creation and the journey of PRince is interesting and amazing.



In July 2008, on Dr Abdul Kalam’s suggestion, the editorial team decided to introduce cartoons in the ezine. When we made an announcement to the effect in the PrPoint group, Mr Triambak Sharma, a well-known cartoonist from Raipur and the editor of Cartoonwatch (picture on left) volunteered to provide cartoons for the ezine every month. Instead of publishing regular assorted cartoons, the editorial team decided on a cartoon character, on the lines of R K Laxman’s ‘Comman Man’, to convey the message.

On 3<sup>rd</sup> July 2008, the editorial team made an announcement about its idea,

in the groups, and invited suggestions from the members, and also a suitable name for the character. The team received an overwhelming response of 100 suggested names. The suggestion given by Ms Uma, a communication professional to name the character ‘PRince’ received unanimous approval of the editorial team. ‘Prince’ was introduced to the groups on 10<sup>th</sup> July 2008. (picture on right – screen shot of announcement in the group)



“I wanted PRince to be the youth icon of this 21<sup>st</sup> century, as a representative of the professionals working in corporate and other offices. Hence, I created him as an energetic young person a wearing trendy outfit with necktie. I am proud that PRince was born in Raipur”, says Triambak Sharma proudly.



Dr Abdul Kalam launching the first cartoon with his autograph (24 Jul 08)



The first cartoon, created by Triambak Sharma, was launched by Dr Abdul Kalam himself with his autograph, on 24<sup>th</sup> July 2008 at Rajbhavan, Chennai (picture on the left). The cartoon character was created and launched within 20 days of the editorial team’s decision to include the cartoon in the ezine.

Every edition of the ezine from July 2008 onwards contains the PRince cartoon. In every issue, PRince conveyed a powerful message with a sense of humour. Thus, PRince won itself many fans. PRince became popular worldwide.

In April 2010, The Wall Street Journal of America, carried one of the PRince cartoons with the permission of Triambak Sharma. (picture on the left) The popularity of PRince grew day by day, both nationally and internationally.

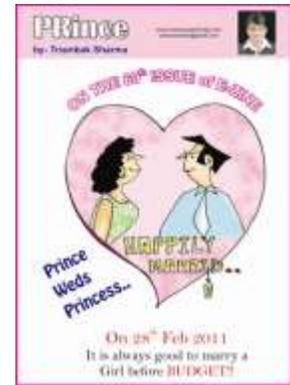


In May 2010, a CD containing the PRince cartoons was released on the occasion of the launch of the Golden Jubilee edition (50<sup>th</sup>) of ezine. it was also displayed on the internet.



PRince who was a Casanova till then, married his sweetheart 'PRincess' in the Diamond Jubilee 60<sup>th</sup> edition, published in February 2011 (picture on the right). "Only married people can understand the problems of the common person and communicate in a mature manner.

Subsequent to his marriage, PRince started talking about many serious issues affecting the common citizen", says Triambak Sharma when asked why PRince married hastily. The readers could notice that after the 61<sup>st</sup> edition, PRince conveyed more serious messages than what he used to, before his marriage.



to be to lift the common man's life to prosperity. What a beautiful thought! Can there be a more communication?

#### Mission for cartoonist

Friends, history echoes to us, that those who have courage to imagine the impossible, are the few unique all human limitations of thoughts and actions. In every field of human efforts, whether science, tech cartoons, sports, industry or even in developmental politics, the names of the people who imagined the impossible timelessly in our human history. By breaking the limits of their imagination, they transformed the world. Are we face such human challenges? The possible missions for my cartoonist friends, you will be remembered for are:

**source: www.abdulkalam.com speech at Delhi**

- Will you be remembered for bringing smiles with embedded thoughts on national growth?
- Will you be remembered for bringing smiles on elimination of corruption with instances of people of ethics?
- Will you be remembered for creating a cartoon character similar to common man or prince?
- Will you be remembered for celebrating the tears of happiness of citizens rather than always pain?
- Will you be remembered for taking a national cause of economically developed nation and depicting the

Laxman, Raipur can now be proud of Triambak's 'PRince'.

Interestingly, Dr A P J Abdul Kalam himself is one of the great fans of PRince. While addressing the Cartoon Festival at New Delhi on 29<sup>th</sup> April 2011, Dr Abdul Kalam suggested that cartoonists should be remembered for creating cartoon characters like 'Common Man' and 'PRince'. (screenshot of his message on the left)

While Mumbai can be proud of 'Common Man' created by R K



**Watch the video presentation on the 'Story of cartoon character PRince'**

<http://youtu.be/vLXWCihUqT0>



## **Chhattisgarh Chief Minister Dr Raman Singh lauds cartoon character PRince**

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### **Triambak Sharma presents the CD containing the PRince cartoons to Dr Raman Singh, Chief Minister of Chhattisgarh on 29th June 2013**

Triambak Sharma, Cartoon Editor of your ezine PreSense organised a Cartoon Festival at Raipur (Chhattisgarh) on 29<sup>th</sup> June 2013. Dr Raman Singh was the Chief Guest. A video presentation on the cartoon character PRince was shown to the Hon'ble Chief Minister and to the audience. A CD containing the past 55 cartoons published in the ezine from July 2008 to June 2013 was also handed over to Dr Raman Singh, the Chief Minister by Triambak Sharma. The Chief Minister highly appreciated the concept of cartoon character and enjoyed the PRince cartoons.

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**Download link for  
Past 75 editions of ezine PreSense  
Ebook on past PRince cartoons  
Video presentation on ezine and PRince**

<http://goo.gl/5zTJC>

### Media Partnership



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## Milestones in the Journey of the E-Zine

### ***The Launch of Prime Point Foundation***



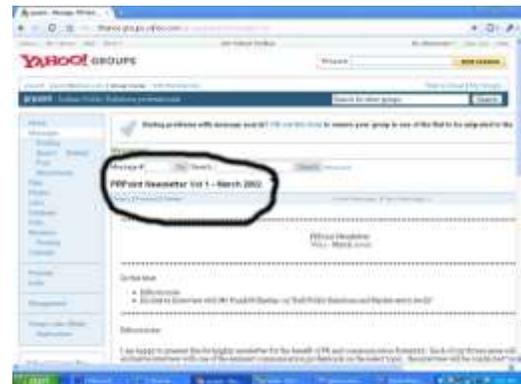
In December 1999, Prime Point Foundation was started with the objective of creating awareness about communication among the corporate management, professionals and students, specialising in communication. For the past over a decade since then, the Foundation has been spreading awareness not only about communication, but also about several significant social issues. The Foundation was launched by noted agricultural scientist Dr M S Swaminathan and then Indian Bank Chairman Mr T S Raghavan.

### ***Seminar on New Media in 2000***

In July 2000 itself, even before the concept of the Internet gained recognition in the common lives in India, the Foundation organised a seminar for the media and as well as for corporate professionals, and the theme of the seminar was 'the role that internet media would play'. At that time, many in the media and outside did not anticipate that internet media would grow to the extent that it has today. Prof. Sreenath Sreenivasan, Dean, Columbia University spoke on this subject.

### ***Launch of an Online Newsletter***

In early 2000s, there were few printed magazines on 'Communication and Management' to cater to corporate professionals and students. Most of the foreign magazines were too expensive for the Indian market. Against this background, in the year 2002, the Foundation decided to launch an online newsletter to update the professionals and the students on communication- and management-related news and knowledge.



The first online newsletter named PRPoint Newsletter, was published in March 2002. It contained an exclusive interview with Mr. Frank M. Shediak, an American communication professional from Hongkong. He spoke on the subject, "Business to Business, or B2B Public Relations". Within the following trimester, the Foundation published eight editions of the newsletter, covering varied themes, with interviews. The interviews for these editions were arranged through email correspondence. The newsletters were distributed online through auto responders.

### ***Shortcomings in PRPoint Newsletter***

During this experimental period of the online newsletter, the editions contained articles on themes, which were not quite contemporary but of visionary nature. For example, the newsletter covered an article about the emergence of blogs when blogs were not popular at that time. Hence, PRPoint Newsletter failed to sustain the interest of many readers as it did not cover contemporary themes and technology. The newsletter was discontinued after 8 issues.



### Plans to Re-launch the Ezine

Learning from the shortcomings, the Foundation decided to re-launch the e-zine, with the focus on contemporary themes, which most of the readers could understand and relate to. In February 2006, deliberations on the action plan for re-launch, were held with selected young and emerging communication professionals. The team decided to re-launch the e-zine under the name, PReSense.

In the new format, a contemporary topic of interest to professionals and students, was the highlight of the e-zine every month. The e-zine used a simpler technology than that used earlier, and its file size of less than 500 Kilobytes in PDF format, found easier upload and e-delivery.

### Launch of the First Edition of PReSense

It was an uphill task to find a suitable and willing interviewee to feature in the first edition of the re-launched e-zine. Nobody was interested in giving an interview for the little recognised e-zine, struggling in its nascent stage. The editorial team confided about this challenge to Dr. Y. S. Rajan, the then Principal Advisor to CII, and co-author with Dr Abdul Kalam, of the book, 'India 2020'. Dr. Rajan readily consented to give an interview. Mr. B. Suresh Kamath, the then Chairman of the company,



Laser Soft Infosystems Ltd, followed suit. Within a fortnight of the deliberations, the first edition of the e-zine, PReSense was launched online on the 6th of March, 2006, by Dr. Y. S. Rajan. This marked the beginning of the revived and renewed journey of PreSense.

### First Edition to 75<sup>th</sup> Edition – a Challenging Journey



75 issues of PReSense, featuring thematic subjects, have been published till the current month of June 2013. The editions are released on the first of every month consistently. Based on the feedback, the editorial team continues to improve upon the quality of the e-zine to cater to the net-savvy audience of readers. Today, PReSense is recognised as a pioneer in the e-zine world for its high standards in its contents, as well as for its reach and usability.

### Integration of Podcasts from Aug 2006

The concept of Podcasts emerged in early 2006. Against this backdrop, the editorial team of PReSense introduced the concept of interviews in audio and video podcasts in the e-zine.

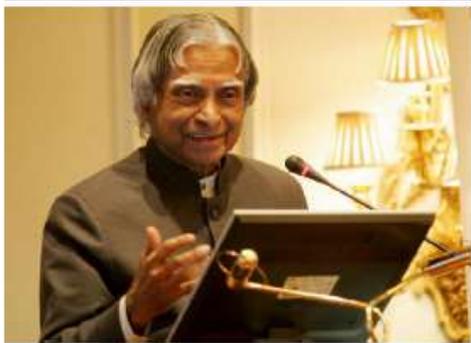
From its August 2006 edition onwards, the e-zine published the text of interviews, with links to the corresponding podcasts, for the audio as well as video recordings of the interviews.



## Introduction Guest Editors from August 2007

The editorial team introduced guest editors from its August 2007 edition onwards. PReSense has had the privilege of being guest edited by several eminent personalities like Mr. T. S. Krishnamurthy, Mr. N. Vittal, Dr. Y. S. Rajan, as well as presidents of international organisations like Institute of Public Relations of Singapore, Public Relations Society of America, Chartered Institute of Public Relations, London and Public Relations Institute of South Africa. Young professionals and students were also given the opportunity to guest-edit the e-zine, to give them the experience of writing and editing for the electronic medium.

**PR-exclusive**  
"Enhance the innovation and invest in R & D"



*PR-e-Sense is greatly honoured and privileged to get an exclusive podcast interview with Former Indian President Dr A P J Abdul Kalam on the "Role of Indian Industries in realising Vision 2020". Excerpts:*

Prime Point Srinivasan... my greetings to all of you, particularly for the e-magazine which you have started. I am glad that it is doing very well.

Now the topic is the role of Indian industry in realising India Vision 2020.

National economic development is powered by competitiveness. The Competitiveness in turn is powered by Technology and Innovation. Indian Industry has to build International Competitiveness. There is a direct relation between Innovation Index and Competitiveness Index.

Today, India ranks 48<sup>th</sup> in the Global Competitiveness Index and 23 in Innovation Index.

Today, India ranks 48<sup>th</sup> in the Global Competitiveness Index and 23 in Innovation Index. The Indian industry has to work to achieve below 10 in the

Global Competitiveness Index. That is my view.

This will need enhancing the innovation and also investing in Research and Development to generate Technology locally.

Another aspect is "Profit with Integrity". Profit with Integrity should become the motto of the Corporates, which is essential for sustainable growth.

We have now achieved GDP growth rate of 9%, which has to be increased to beyond 10% per annum. This should sustain over a period of a decade to become fully developed Nation.

When we grow, we have to look for inclusive growth. To spread the growth to rural sector, we have to create nearly 7000 PURA (Providing Urban amenities to Rural Areas) Complexes covering about 5,00,000 villages, where 70% of the people live. Creation of PURA Complexes will need active support of Corporates India. The Corporates should adopt few PURA Complexes and develop PURA Enterprises to local talents. This is very important. This will ensure faster development of the whole Nation.

Another aspect is fulfilling Corporate Social Responsibility (CSR). Two major areas of CSR are:

- Providing quality education to all eligible candidates with employment scheme; and
- Providing health care to all the citizens.

In addition to the two major areas, Corporates can consider providing quality employment to 'differently abled persons' by imparting quality training and skills. The Corporates should contribute for bridging rural - urban divide and also harmonious working of three sectors, namely, Agriculture, Manufacturing and Service Sectors.

Emphasis in those areas, which I have suggested will enable faster development of the country leading to equity, prosperity and justice to all the citizens of the country.

**"Corporates can consider providing quality employment to 'differently abled persons' by imparting quality training and skills"**



Please listen to the podcast interview of Dr A P J Abdul Kalam and Dr Y S Rajan in the following link

<http://Prvsense.com/2y5ia>

## Change of Masthead in February 2008



In February 2008, with PReSense completing two years in its revived form, it underwent another reform with the change in its masthead and the layout, to make it appear savvier to the readers.

PReSense had the privilege and honour of carrying an exclusive interview with Dr. Abdul Kalam, former President of India, in its second anniversary issue. The second anniversary issue was released by Mr. N. Vittal, Former Central Vigilance Commissioner of India. The association of these eminent personalities with the e-zine enhanced its prevailing credibility among the readers.

## **Invitation to become Media Partner**

PreSense continued to win increasing recognition among the literary and corporate readers and in April 2008, several international organisations approached the editorial team for the association of PReSense as media partner in global events. Normally, only print and television media are preferred by international organisations for media partnership. For the first time in the world, an ezine, viz. PReSense became the media partner for the international conferences organised by Chartered Institute of Public Relations at London in UK, and by Public Relations Society of America at Detroit in USA. Thereafter, the e-zine was invited to be the media partner for several other international conferences held in different countries.



## **Introduction of Cartoons from July 2008**

On the suggestion of Dr. Abdul Kalam, PReSense introduced cartoons in its July 2008 edition. Mr Triambak Sharma, a noted cartoonist and editor of Cartoonwatch, a cartoon magazine at Raipur, created a new cartoon character, PRince. PRince was launched in PReSense by Dr Abdul Kalam himself at Rajbhavan, Chennai. Featuring PRince Cartoon regularly in its monthly editions, PReSense has published 55 PRince cartoons, highlighting topical themes, till the current month of June 2013.

In April 2010, The Wall Street Journal reproduced one of the PRince cartoons with the permission of the Editor. This gesture attests the popularity of the e-zine at the global level.

## **Change in Layout in September 2008**



The layout of PReSense changed again in September 2008, with the introduction of the photograph of the Guest Editor on the cover page. This gesture proved to be an incentive for many budding professionals, who volunteered to be guest editors for PReSense.

Some of the absorbing topics covered in PReSense include corporate arrogance, corporate idiosyncrasies, education loan, business communication, corporate governance, internal communication, Social media, and media relations. These topics aroused the curiosity and interest among many of its readers.

## **Awards**

PReSense has won several awards, accrediting the high quality of its contents and its popularity among its readers. It has won awards from Global Forum for Public Relations, Public Relations Council of India and Association of Business Communicators of India.

## **Social Initiatives of the E-zine**

In March 2010, PReSense set up Education Loan Task Force, ELTF, jointly with India Vision Group, to guide students about education loan and support the case of deserving students, aggrieved about education loan sanction. Thousands of students across the country have benefitted from this social initiative.



### **Awards to Lok Sabha MPs**

Coinciding with the commemoration of the Golden Jubilee PreSense in May 2010, Prime Point Foundation and PreSense instituted the Sansad Ratna Awards to honour top performing Lok Sabha Members of Parliament. The 50<sup>th</sup> edition of PReSense was launched at the Awards' function by Mr. T. S. Krishna Murthy and Mr. N. Gopaldaswamy, Former Chief Election Commissioners of India. A



Compact Disc or CD, containing the past 50 editions of the e-zine, PRince cartoons and connected podcasts was also released.

### **Diamond Jubilee Edition of E-zine in Feb 2011**

In February 2011, the Diamond Jubilee edition of the ezine, with its theme as Achievers, was released. In that edition, PReSense carried an exclusive podcast interview with Dr. Subramanian Swamy on the theme 'perseverance'.

In a lighter vein, the cartoon character, PRince, who had till then been enjoying the company of girl friends, married his cartoon companion, PRincess in this edition.

With the Diamond Jubilee edition, PreSense completed five years of its uninterrupted journey.

### **Brief Break after 5 years of Continuous Journey**

Soon thereafter, the team deliberated over the challenges of sustaining the quality of the e-zine within the format of its contents, especially the themes, which had to be unique and varied, to cater to an audience that was niche. At this stage, the editorial team decided on a hiatus for the e-zine, to take time to plan a revised format that will cater to a larger and more diverse audience.



### **Re-starting the Journey with 61<sup>st</sup> Edition in New Format**

The editorial team resumed PreSense in April 2012 with the 61<sup>st</sup> edition, coinciding with the Sansad Ratna Awards 2012 to the top performing MPs. The tag line 'Communicate the Communication' used in the first 60 editions of the e-zine was changed to 'Spreading Positive Vibrations'. Though the masthead continued to be the same, the name of the e-zine was changed from "PR-e-Sense" (while reading, PR pause e pause sense) to Pre-Sense (while reading, Pre pause Sense).

The format of the contents of the e-zine changed in its 62<sup>nd</sup> edition and the e-zine still continues in the revised format. The PreSense edition carries a cover story featuring 'Man of the Month', an historical event coinciding with the month of release, ancient Indian wisdom, a 'controversy of the month' based on a topical controversy, featuring of an unsung hero under 'Ignited Minds', social issues, PRince cartoon highlighting a contemporary issue, and interesting information from the archives of earlier editions of PreSense. The new format has interested a larger audience of readers. The contents cater to readers of different age-groups. PreSense is widely shared through emails and the social media.

### **Tamil Nadu Governor launching Special Edition of E-zine**



In April 2013, the 73rd edition of PreSense, with a special feature on the Indian Parliament, was launched by the Tamil Nadu Governor, Dr. Rosaiah. The event coincided with the presentation of the Sansad Ratna Awards 2013.

### **Platinum Jubilee Edition Dedicated to Indian Youth**

The Platinum Jubilee, hallmarking the 75<sup>th</sup> edition of PreSense, is another mile-stone in the journey of the e-zine. This edition is dedicated to the

Indian youth. In order to impress upon the nation of the need for empowering youth, this edition is being launched by the youth at various centres on the 23<sup>rd</sup> of June 2013.

The journey of the e-zine, PreSense continues, spreading positive vibrations among the readers, and supporting the silent achievers.



**Watch the video presentation on the  
the  
'Milestones in the journey of the ezine'**

<http://youtu.be/w4xnOzd071Y>



# PRince

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cartoonwatch@gmail.com



BY - TRIAMBAK SHARMA

FOR GOD SAKE !! ATLEAST NOW...  
TAKE THIS PROBLEM SERIOUSLY...  
AND THINK "ABOVE" PARTY  
POLITICS...



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### Awards

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