

PR SENSE

Spreading Positive Vibrations

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Man of the month



Justice P Sathasivam

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Contact

www.corpezine.com

editor@corpezine.com



From the Desk of Editor-in-Chief

We are happy to release the 76th edition (July 2013) of the ezine with unique contents. This edition is unique in the sense that the articles have been contributed by youth and students.



We have already made the announcement that PreSense would encourage contribution by the youth. The Platinum Jubilee edition of the ezine was released by youngsters in 3 different places in June 2013.

The youngsters who witnessed the Platinum Jubilee edition launch event organised by the 'YouThink' group, wanted an opportunity to contribute to the ezine. Spontaneously, they grouped among themselves and finalised the topics. They took the initiative of collecting the materials and writing the articles.

I hope you will appreciate the efforts of the youngsters. Please send us your feedback.

K. Srinivasan

This July 2013 edition of PreSense is published with the contribution of articles from the following youngsters and students of YouThink group. PreSense gratefully acknowledges their contribution. This is part of our initiative to encourage the youngsters to contribute to the ezine. If a group of youngsters is interested, it can write to us at editor@corpezine.com



**Syed Yousuf
Coordinator**



Abinaya Asim Ali Defina Krishna Raj Malini Poorani Raj



Shyam Sundar Souda Mini Sri Krishna Sudakar Vimala Ganesan Sophia Rajendran



Cover Story

Rural educated Justice Sathasivam takes over as CJI



Justice Palanisamy Sathasivam (64) was sworn in by the President of India on 19th July, 2013 as the 40th Chief Justice of India (CJI). He is the first Judge from Tamil Nadu to become the CJI. Justice Sathasivam will hold this Office till 27th April 2014. He took over from Justice Althamas Kabir who served as the CJI for over nine months.

Hailing from a middle-class rural agricultural family in Erode District, he was the first graduate in his family and first law graduate in his village. He enrolled himself as an advocate in 1973. After a rich experience in the bar, he was appointed as Judge in the Madras High Court in 1996. After a brief tenure in Punjab and Haryana High Court as Judge, he was appointed as Judge in the Supreme Court in August 2007.

Justice Sathasivam is known for his landmark judgements in cases such as Reliance Natural Resources Ltd. vs. Reliance Industries Limited. In this judgment, he reflected his nationalist thinking by advocating use of natural resources through public sector undertakings. He had observed that "in a democracy like ours, the national assets belong to the people" and "the government owns such assets for the purpose of developing them in the interests of the people".

In the Mayawati vs. Union of India case, he held that the Central Bureau of Investigation exceeded its jurisdiction in lodging FIR of disproportionate assets against Mayawati in the Taj Corridor matter. In the Mumbai blasts case, he sentenced Bollywood actor Sanjay Dutt to five years' imprisonment under the Arms Act. These verdicts have firmly established his credentials as a Judge.

Known for his simplicity, Justice Sathasivam has always felt that any crimes against women and children should be punished heavily without delay.

PreSense congratulates Justice Sathasivam.

(Article by Sophia Rajendran and Shyam Sundar)

Please download all the earlier editions of ezine PreSense

www.corpezine.com

Listen to all our earlier podcasts at

www.poduniversal.com



Inspiring Quote from the Speech of Dr Abdul Kalam

Treat the 'seeds' that become manure and tree equally

First let me recall an incident in the year 2001, when I was teaching at Anna University, Chennai, a course on "Societal transformation using technology", I was invited by the Presidency College of Chennai to interact with students. When I reached the venue, I saw



more than 1500 students overflowing the hall. It was very tough to reach the dais. After I finished my lecture "Vision elevates the nation", I received number of questions from the students, which I answered. When I was leaving the hall, suddenly a young student pushed himself from the crowd and thrust a crumbled paper in my hand. I put the paper in my pocket and read it in the car, while I was returning to Anna University. My mind got elevated with the power of the message from T. Saravanan doing M. Phil. in Presidency College at that time. I would like to share the content of the letter with all of you, since it is relevant to the subject we are going to discuss. The letter went like this:

Dear Kalam Sir, the full power of banyan tree is equal to the power in the seeds of the tree. In a way both of us, you and me are the same, but we exhibit our talents in different forms. A few of the seeds become banyan trees but many seeds die as saplings without ever becoming a tree. Due to certain circumstances and environmental conditions, many seeds even get damaged and become part of the soil as manure helping new seeds to become trees."

Saravanan then asked, "You have worked for the country and helped many scientists, engineers, and knowledge workers. Can you tell me, how you ensured that their abilities were not wasted or their growth was not stunted pre-maturely like banyan seeds that never became trees? In your service, what is the percentage of success you can claim?" I suitably answered Saravanan and added that it was my great joy to see my team members excelling in knowledge and action. Since Saravanan wanted to know the percentage of success, I replied that it could have been minimum 60%. But this 60% emerged out of the 100% who worked for the projects.

The message I would like to give is: the seeds of the banyan tree are indeed something like the citizens of the nation. Democracy and Governance have the power to give opportunity to every citizen to grow with capacity to perform. Every citizen therefore has the capacity to contribute to the vision of the country in his or her own way and in the process contribute to the success of few. And this can grow in geometric proportion and result in the success of Indian Nation which may be shared by all Indian citizens. Let every seed nurture. Nevertheless, seeds that become manure must not be treated lesser than the seeds that become trees.

Source: www.abdulkalam.com (extracted by Vimala Ganesan)



Vivekananda 150

Interesting facts about the historic first meeting of Narendranath with Guruji

How many of us are aware that William Hastie, relatively less featured individual of the British-Indian era, is the person behind Narendranath's (original name of Swami Vivekananda) transformation by motivating him to meet Sri Ramakrishna Paramahansa?

Revered William Hastie



Reverend William Hastie

Photo courtesy: The Hindu

Scotland born William Hastie, after distinguishing himself in Physics and Mathematics, pursued his studies in philosophy and divinity in Germany and Holland. Since he was not interested in priesthood, he took license to teach abroad from Church of Scotland. In 1878, he joined as Principal of the 'General Assembly's Institution' (now called Scottish Church College, Kolkata).

After joining this college, Hastie restructured the Department of Philosophy. The scholastic reputation of Principal Hastie attracted Narendranath to join this college in 1881. William Hastie through his simple life style attracted his students.

State of trance or spiritual ecstasy

One day, Reverend William Hastie was discussing the poem "Excursion" written by poet William Wordsworth in the class, where Narendranath also was present. He explained as to how the poet fell into a state of 'trance' (spiritual ecstasy) when experiencing the sublime beauty of nature. Hastie asked the students to meet Sri Ramakrishna Paramahansa, a priest at Dakshineswar (Kali temple), who had attained the status of 'trance'.

Meeting of Narendranath with Sri Ramakrishna

The 19 year old Narendra got excited over this and immediately met Sri Ramakrishna Paramahansa in December 1881 with a volley of questions. This meeting of two great souls has become a turning point in the spiritual history of India.

After failing to get the right answers of real time experience from various people, Narendranath questioned Sri Ramakrishna, "Have you seen God?". Sri Ramakrishna spontaneously responded, " Not only have I seen God but I can also show Him to you. I see Him more intensely than I see you".

This conversation in the historic moment changed the mind of Narendra and he surrendered himself totally to Sri Ramakrishna Paramahansa. This is the beginning of the spiritual journey of Narendranath who became Swami Vivekananda.

(Article by Krishna Raj)



Ancient Indian Wisdom

Thanjavur Big Temple – An architectural marvel

Great dream of Raja Raja Chola I

The Brahadeewarar temple, also known as Big Temple at Thanjavur (Tamil Nadu) is dedicated to Lord Siva. It was built by the great Chola King Raja Raja 1 (985 -1012 A.D) is one of the outstanding examples of our ancestors' architectural, engineering and astronomical heritage. UNESCO has declared it a World Heritage Monument recognizing the importance.



Emperor Raja Raja Chola I was a great dreamer and aspired to achieve something 'great'. That motivated him to build this unique temple, which is engineering marvel. Even today civil engineering students and professors from various leading

national and international institutes visit this temple, to learn from this great monument.

Chief Architect

"Kunjara Malla Perum Thachan' was the Chief Architect of this temple" says Sthapathi K P Umapathy Acharya who belongs to the clan of Kunjara Malla Perum Thachan. As per records available, the Chief architect was honoured by Emperor Raja Raja Chola I with the titles 'Veera Cholan' and also 'Raja Raja Perum thachan', the highest honor of that time.

Interesting facts about the structure

These days, when buildings with huge foundations collapse in less than 100 years, this temple with huge construction remains intact braving all natural calamities, with a foundation of only 7 feet. Can you believe this?

The big temple complex was completed by Raja Raja Chola in 1010 AD. As per epigraphic evidence, the temple construction began in his 19th year of rule and was completed on the 275th day of his 25th year of rule. One wonders how such a big temple could be built in a mere 6 years taking into account the amount of stone and soil to be moved and the lack of powered machinery available in those days.

The temple is made up of about 130,000 tons of granite. There are five stages of 'Gopurams'. The central 'vimana' is 216 feet from the ground level and has 13 tier structure. The towering vimana weighs about 43,000 tonnes and has a square base measuring 96 feet. The whole vimana structure progresses up in a conical shape and has a shikara weighing 81.28 tonnes. This massive shikara was moved to this position by building a ramp of 7 kms from a village which still exists with the name "Sarapallam".

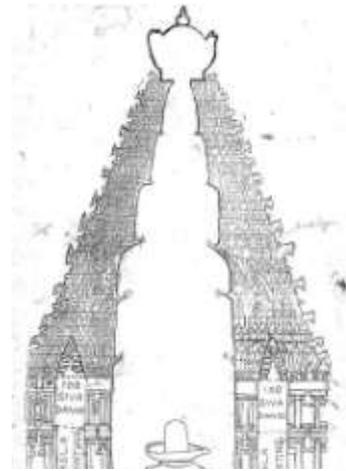


Foundation of 7 feet and vimana architecture



Inner hollow portion of vimanam

The whole vimana has a foundation of only 7 feet and it is built in such a way that the weight is evenly distributed on the base foundation. The whole Vimana is built using granite rocks and is covered by a thin layer of mortar to preserve the granite sculptures inside. The vimana has a hollow structure



Hollow structure of Vimana

similar to Pyramids of Giza and the entire structure has been made of stones interlocked with ball and socket joint technique with no binding material used to hold the structural parts. This was nothing less than an engineering marvel considering the fact that this temple has withstood 6 recorded earthquakes and no major damage has been reported.

There is a big statue of Nandi (sacred bull), carved out of a single rock, at the entrance measuring about 16 feet long and 13 feet high

Paintings and carvings



Chola paintings are partly visible on the walls and the ceiling, as they have been overlaid by the paintings of the rulers after the Chola era. These paintings were done with natural mineral colours, called 'Varna Lepana' and these paintings continue to remain intact, even after 1000 years. 108 miniature dancers in different poses are carved on the basement of the upper passageway walls.

Rainwater harvesting

The temple has been constructed in such a way that the entire water during the rainy days and also the water used during the 'abhisekam' are fed to the adjacent 'sivaganga tank'.

In spite of the recognition by UNESCO, Indian Government is yet to promote vigorously among Indian and foreign tourists, to showcase our ancient Indian wisdom.

(Article by Asim Ali)

Please join India Vision 2020 Group and get connected with people contributing to the vision of the nation

http://groups.yahoo.com/group/India_Vision_2020/



Remembering Historic Events

French Revolution

The French Revolution was a time of great turmoil in French history. It began in 1789 and ended in 1799. During the French Revolution, the previous absolute monarchy that was ruling France was overthrown.



Louis XVI was the ruling monarch at the start of the revolution. He was a very weak and indecisive ruler. His wife, the famous Marie-Antoinette from Austria was obsessed with spending money. Together, they put the country into massive debt. Eventually, both of them were executed. This execution was a major event in the French revolution, as it saw people taking matters into their own hands and thwarting the forces that

stopped them from bettering their lives and their country.

Storming of the Bastille:

The Bastille was a medieval fortress situated in Paris. Taken from the French word 'bastide', meaning fortress, it was constructed in 1382 to defend the eastern wall of Paris. At the time of the French Revolution, it housed only a few common criminals, but was considered a symbol of the abuses of the monarchy upon the masses.



On July 14, 1789, a mob in Paris was able to get hold of 3,000 rifles and a few cannons. They went to the Bastille in search of more weapons and ammunition. The fortress was guarded weakly by 30 Swiss guards and 85 "Invalides", veteran soldiers wounded in the field. The mob, joined by some of the king's soldiers, stormed the Bastille and after several hours of combat, the fortress fell. Later in the day the prisoners were released. The Storming of the Bastille had a snowball effect, with the revolution spilling over the whole of France and transforming what was till then an oppressive monarchist regime.

Declaration of the rights of the man and of the citizen:

With the revolution gaining momentum, the Declaration of the Rights of Man and of the Citizen was adopted by the National Constituent Assembly on 26 August, 1789. It presented to the world a summary of the ideals and principles of the Revolution, and justified the destruction of a government based upon absolutism and privilege, and the establishment of a new regime based upon the inalienable rights of individuals, liberty, and political equality.

The King was never in favour of the Declaration and he refused to endorse it because he thought its clauses were too ambiguous. He only sanctioned it under popular pressure in





October, 1791. Since then, it was adopted by all kinds of political groups, and was used both to justify the revolution and also to suppress it.

The next few years were marked by the ongoing struggle between the slowly diminishing supporters of the monarchy and various liberal assemblies backed by the ever-increasing insurgent masses. The revolution culminated in the rise of Napoleon Bonaparte, who took charge of a new government in 1799. Napoleon won several decisive battles against various European coalitions opposing his French empire. His armies conquered most of continental Europe and helped to spread the ideals of the French revolution far and wide.

Effects of the French revolution

The French Revolution had far reaching social, economic and political effects on France. The

French nation was born because of the Revolution and 30 million French, now have equality of status as citizens of a nation.

A single code of law was implemented in the whole of France and the country was divided into 83 departments for administrative purposes. The principle of election was adopted at required places in the administration.

Many public welfare works were undertaken. New roads, canals, dams and bridges were constructed and land was reclaimed from marshes for farming. The economic infrastructure was improved to promote trade and agriculture was modernized. The reforms greatly improved the economic strength of France.

France also made numerous achievements in the fields of art, science, and literature due to the revolution. Numerous schools, colleges, universities, and academies were opened and special attention was paid to art, literature, science, mathematics, technology, and physical training.

The revolution became a beacon for the might of the masses and their empowerment.

(Article by Defina and Abinaya)

Do you want to know about the IBA/RBI guidelines on Education Loan and Interest subsidy? Please visit the site of Education Loan Task Force (ELTF)

www.eltf.in

Any harassment / violation by banks may be reported to info@eltf.in



From the Archives of ezine PreSense – July 2007

Explore technology media for marketing

I am an online marketing professional, working everyday on getting a good promotion for our clients' business on the web. I was reading some articles and blogs on PR and was really surprised to see that what I do everyday is nothing but advanced PR or in other words PR 2.0 and I have been just terming it as online marketing. I got really interested in what was written on the blog and also I was enjoying because in my devils mind I was seeing my next new idea for promotion of my clients business. But for a split second I wanted to know what exactly then is PR and PR 2.0 and what is the difference between them?



Subha Ganesh, London

The major PR tools during that time were the press release in the print media and publicity by means of word of mouth campaign. Later on with the development of PR field as a profession, the need for planning, evaluating and understanding the need and targeting of the audience became an integral part of the process. With the domination of internet, the entire way people think, do and see things have changed, which got about a revolution the way business thought PR and promoted themselves.

PR 2.0 is the enhancement of PR due to the industry push towards more influential mediums for corporate communication. With the advent of internet age, the focus on the audience is becoming important. The companies are no more satisfied with just people who are looking for them, but

they want to target to the people who might become interested in them.

With the number of options in the market, the businesses are no more interested in the contents, but about the conversation and conversions. This push in the industry led to the new mediums of PR which included online mediums like SEO, blogs, social and business communities, online press releases in the related web sites to the face to face mediums like focus groups, talk show, newsletter, email campaigns.

Company's ignorance and innocence are making them to forget that PR 2.0 is not a discipline in itself but just an extension of the traditional PR and its not just about technology but how we use the technology for our purpose.

It's very important for any PR person to have an insight and knowledge into the overall PR concept and not just about PR or PR 2.0. But the worrying part is that though we used to have excellent PR professionals, with the new technology and trends, the younger PR persons are focused just on the new development and forget to strengthen their roots in the field by exploring and understanding the traditional concepts.

First as a PR professional, its important to understand the traditional mediums and modes of communication and explore the new mediums and combine the knowledge and come up with their unique style of Generation Next PR.



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Controversy

Political freebies

It will be misleading to construe that all promises in an election manifesto amount to corrupt practice. But in the same breath, the court has stated that it is a fact that the distribution of freebies influences voters. "It shakes the root of free and fair elections to a

SUPREME COURT ALIVE TO THE REALITY OF FREEBIES

BAITING VOTERS

- Supreme Court upholds **offer of grinders, mixies, laptops** by AIADMK government
- "It will be **misleading to construe** that all promises in a manifesto amount to a corrupt practice"
- However, court agrees freebies **"shake the root of free and fair elections"**
- Guidelines for manifesto can be included in **Model Code of Conduct**
- Court asks Election Commission to **take up this important task** early




large degree," says the court. As the argument rages on about poll freebies that are given as part of party manifesto, we have taken our time to evaluate and check its authenticity.

The concept of freebies was initially started to grab the attention of the crowd and advertise the party. People tend to spare their attention to get products that come with a free tag. So, freebies were a way of gaining people's attention and turning the voter's opinion. But with time, the focus seems to have shifted almost entirely on freebies.

In 1967 Tamil Nadu Assembly Elections, DMK promised 3

measures of rice per rupee and won the elections. Later, a popular Telugu matinee idol pioneered populist schemes such as Rs.2 a kg rice in the 1980s. This cheap rice scheme soon began to find a permanent place in almost every political party's manifesto and in later years gave way to gifting TV sets, laptops and grinders. This is where the question regarding the funding allocated for the freebies arises. Governments allegedly spend whopping amounts of money on these populist schemes, putting massive pressure on the exchequer.

In order to maintain a check on this practice, the Supreme Court in India has asked the Election Commission to frame guidelines to regulate the content for election manifestoes. There must be transparency in the source of these funds allocated to freebies in order to prevent undue burden on the exchequer.

The practice of freebies is also found in various countries across the world, such as Malaysia, Kenya, and even Germany, with offers ranging from cheaper cars and free laptops to social benefits for mothers and higher pensions. But none of the relevant authorities have been able to put any curbs on these promises that have major financial implications.

In the end, the power lies with the people and their ability to overcome the temptation offered by freebies and cast their vote sensibly.

(Article by Souda Mini and Poorani Raj)



Ignited Minds

Rajasthan Youth Association lends books to poor students

When young Kailashmull Dugar, a Rajasthani studying in Chennai College in 1963, came across a student who was struggling to prepare for the examination without text books, he got mentally disturbed. On enquiry the poor student said that he borrowed text books from the library, but had to return them before the examinations. This incident triggered a spark in the mind of young Kailashmull Dugar, who visualized the plight of many such poor students who were deprived of text books during the examination time and led him to form a 'Rajasthan Youth Association' (RYA) on 27th July 1963. The association initially comprised 25 Rajasthani youth living in Chennai.



Kailashmull Dugar

Kailashmull Dugar and S R Damani, the founders of RYA decided that no student should be deprived of education for being devoid of text books. In the early days they collected used text books and lent to the needy students to be kept till the completion examinations. Thus, these young boys started the concept of book bank in India to support needy students in 1963.

RYA is lending text books to thousands of poor students free of cost in and around Chennai for the past 50 years. Indian Postal Department honoured their services by releasing Special Postal Cover commemorating their golden jubilee celebrations recently.

"From the beginning of this project, around 85,000 students have benefitted. Every year, we add around 2500 new students and lend them the text books free of cost. They return the books after completion of their examination. We will provide fresh set of text books to the students for the next semester. On an average, at any given time, around 7500 to 8000 students use our books which cost nearly Rs.3 crores. Every student on an average will be using our books worth of Rs.10,000/- before completing his UG", says Naresh Khivsara, Chairman of the Book Bank project.



Books for distribution

A recent survey conducted by them indicated that every third student was the beneficiary of this Book Bank project in and around Chennai. Many Judges, IAS, IPS and Corporate leaders have also benefitted from this project during their student days. Every year during July, the RYA organises a meeting to induct new student beneficiaries, with various VIPs launching the distribution. During such launches, the RYA often comes to know that many Chief Guests were also the beneficiaries of this book bank project, in previous years.

RYA does not circulate any book more than 3 times. They do not want the students to study from old books. Every year, they replace the books with new ones at huge cost, in consultation with University Authorities. The selection of students is based on merit and



need based, without any discrimination of caste, creed, gender and religion. The credentials of the students are verified before accepting them. Nearly two-thirds of the beneficiaries are women. They maintain all the records digitally.

Similar book banks have been started at Madurai and Bangalore to help needy students. In



Girl students borrowing books

fact, they have also helped to establish such book banks in 10 other centres, including Jodhpur and Hyderabad. If some trusts and service minded people are interested, they are prepared to help them to set up such book bank. RYA also awards annual meritorious scholarship to students and conduct job fair for their welfare. Many Indian leaders like AB Vajpayee, C N Annadurai, MGR, N T Ramarao have appreciated the initiatives of RYA. It also manages different social projects like cloth bank, food bank, medi bank to benefit downtrodden people.

In these days, when vested interests are dividing the country based on religion, caste, community, RYA inspires everyone to think beyond these barriers and to think of the nation as a whole.

RYA can be contacted through their website <http://ryabookbank.com/>

(Article by Malini and Sri Krishna)

Three cheers to Durga Sakthi Nagpal IAS

UP Government has suspended the young honest and brave lady IAS Officer Durga Sakthi Nagpal (28) for discharging her duties. True to her name, Durga, had been crusading against mining mafia in Gautam Buddha Nagar in her capacity as sub divisional magistrate. She was suspended on trivial grounds after the mafia lobbied with senior leaders of the ruling party in UP.

It has triggered a national controversy with all the social workers showing support to Durga for her crusade against the anti-nationals.

PreSense congratulates Durga Sakthi for her fight against the criminals. The nation is proud of such young IAS officers.

Durga deserves a national award for her conviction and not suspension.



Social Issues

Stop developing; start inventing!

The 2013 global innovation index ranks India at the 66th spot out of 142 countries – two places behind its last year's rank of 64. Akin to its dismal performance in the global sports tournaments like the Olympics, India's performance in the global innovation arena also seems to be taking a downward spiral.

Statistics from the World Intellectual Property Organization (WIPO) reveal that India is woefully behind in innovating, creating, and filing patents. For example, in 2005, India filed only 24,505 patents, whereas Japan filed 4,08,674 patents. Resident patent filings (per million people) in India are a mere 4.07 whereas in Japan it is 2720.65. Clearly, we are falling behind on research – the backbone of innovation. In the following years, the stats are more disappointing; for the year 09-10, India showed a -6.9% negative growth with a meagre global share of 1.9% of patents.



Office	Application Year			Share of total (%) 2010	Growth (%): 2009-10
	2008	2009	2010		
Total	1,915,000	1,846,000	1,979,000	100.0	7.2
United States of America	456,321	456,106	490,226	24.8	7.5
China	289,838	314,604	391,177	19.8	24.3
Japan	391,002	348,596	344,598	17.4	-1.1
Republic of Korea	170,632	163,523	170,101	8.6	4.0
European Patent Office	146,150	134,580	150,961	7.6	12.2
Germany	62,417	59,583	59,245	3.0	-0.6
Russian Federation	41,849	38,564	42,500	2.1	10.2
Canada	42,089	37,477	35,449	1.8	-5.4
India*	36,812	34,287	-	1.9	-6.9
Australia	26,346	23,681	24,887	1.3	5.1
Brazil	22,917	21,944	22,686	1.1	3.4
United Kingdom	23,379	22,465	21,929	1.1	-2.4
France	16,419	15,693	16,580	0.8	5.7
Mexico	16,581	14,281	14,576	0.7	2.1
China, Hong Kong SAR	13,662	11,857	11,702	0.6	-1.3
Others	158,586	148,759	182,383	9.2	22.6

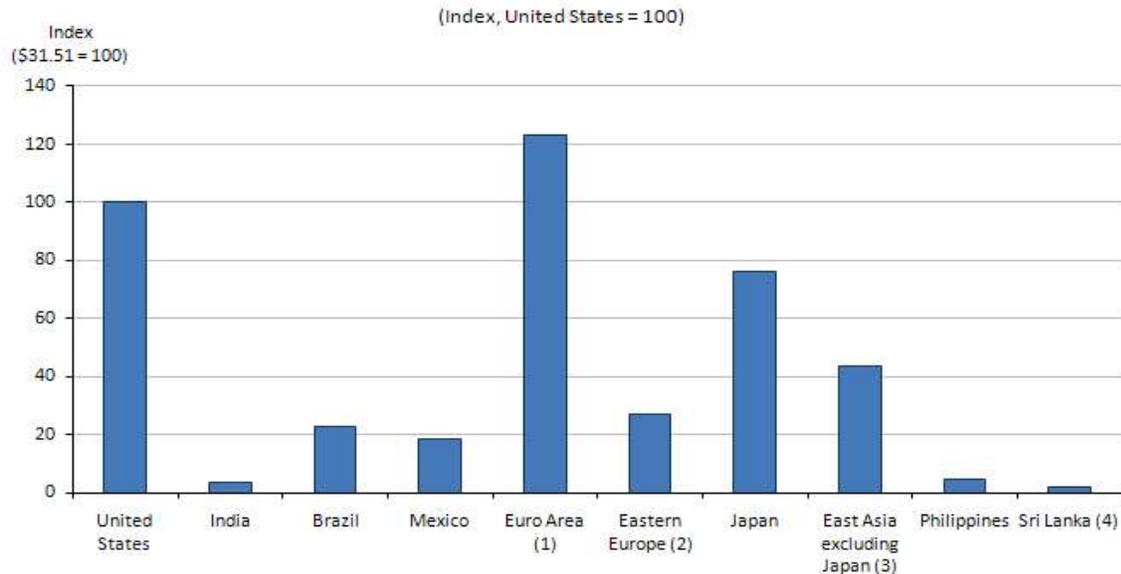
This has also resulted in the decline of manufacturing of our own invented products, as we have come to rely more and more on imports from other countries. For an example, in 2013



we imported goods worth USD 47.75 billion from China, while our exports to China amounted to USD 18.85 billion – our imports are more than double our exports.

Such findings seem to indicate that instead of focussing on research, we are spending our time in production. However, production is an area where other developed countries are using Indians only as machines due to the availability of “low-cost manpower”.

Mean total hourly compensation cost of manufacturing employees



(1) Euro Area refers to European Union member countries in the BLS series that have adopted the Euro as the common currency as of January 1, 2009. These countries are: Austria, Belgium, Estonia, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Portugal, Slovakia, and Spain.

(2) Eastern Europe refers to the Czech Republic, Estonia, Hungary, Poland, and Slovakia.

(3) East Asia ex-Japan includes the Republic of Korea, the Philippines, Singapore, and Taiwan.

(4) Data are for production workers.

NOTE: Hourly compensation cost estimates for India are not directly comparable with estimates for other countries.

SOURCE: U.S. Bureau of Labor Statistics, Division of International Labor Comparisons

Another side effect of this production oriented job culture in the Indian industry is – brain drain. Brain drain is often attributed as a cause of fall in innovation. Most innovators and researchers leave the country, claiming that they don't have proper support in India. Experts attribute this phenomenon to the lack of adequate funding for development of ideas and innovation.

A lot of prototypes are being developed by students at research labs in renowned educational institutions in India. Most of them lie idle and the rest are modified for future competitions. Many brilliant students land up in the jobs not related to their study.

Also, most Indian companies do not have the muscle power to do Research and Development (R&D). In a competitive business environment, spending time and resources without knowing the probability of success is a far cry for many Indian corporations. Government institutions bore the major R&D expenditure of India between 75-80%, while the private entities contributed only around 20-25% of the total expenditure. In contrast, the contributions towards R&D from various entities in member countries of Organization of Economic Co-operation and Development (OECD) are – 69% by private entities, 18% by universities, 10% by government agencies and 3% by non-profit organizations.



An inventor should not only be an inventor, but also an entrepreneur. Inventors should possess faith in their innovation and market them such that mankind can benefit from their creations.

Inspiration can be drawn from great people like G.D. Naidu – the inventor and engineer, often referred to as the Edison of India. Following his footsteps are people like Arvind Thiagarajan, an Electronics and Communications Engineer from Anna University, Chennai, who has founded many technological companies and has more than 40 patents in his name.

Mr B. Suresh Kamath, one of the handful of software designers in India, has been promoting the concept of Indian IT professionals becoming designers, not mere ‘masons’ to work on somebody’s plans. He has even founded an institute ‘Patterns’ to make Indian IT professionals as designers’. He has even designed the ‘core banking software’ to Reserve Bank of India, which is the most complicated one compared to central banks of other countries.

Taking a cue from these innovative and inspirational people, we can assert that “Where there is a will, there is a way”. Instead of going after short-term rewards such as the monetary benefits, it is time that top Indian brains realise the importance of innovation, shun production oriented jobs and take up the bigger cause of innovation for the Indian people and mankind.

(Article by Syed Yousuf and Sudhakar)

How to reduce your risk exposure in credit / debit cards?



Many credit card holders keep very high limit for prestige sake, but use only minimum. Keep your limit to your minimum requirement, to minimise your loss if a fraud is committed on your card. Enhance the limit later, if needed.

Memorise your CVV number and scratch it from the back of the credit card.

Keep a close watch on your credit / debit card when you swipe in public places. Beware of skimmers.

If you are using ATM cards / online banking, keep minimum balance to your requirement in the account. If you have a huge balance, transfer it to another account, not provided with online banking or ATM facility.

Do not share your CVV/PIN/password with anybody, including your relatives. Please do not share such information in unsecured websites, which do display lock icon on the website. Beware of phishing sites. Use the latest browser in your laptop / desktop.

(By V. Rajendran, Advocate and Cyber Law Consultant, President, Cyber Society of India)



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Jhon A

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