PR SENSE

Men of the month

GAGAN NARANG
BRONZE MEDAL
10m Air Rifle

MARY KOM
BRONZE MEDAL
51kg Boxing

VIJAY KUMAR
SILVER MEDAL
25m Rapid Fire Pistol

SUSHIL KUMAR
SILVER MEDAL
66kg Freestyle Wrestling

SAINA NEHWAL
BRONZE MEDAL
Badminton Singles

YOGESHWAR DUTT
BRONZE MEDAL
60kg Freestyle Wrestling

Contact
www.corpezine.com
editor@corpezine.com

From the desk of Editor-in-Chief

On behalf of Editorial Team, I wish to convey our Independence Day Greetings to all our readers. We have been receiving lot of feedback for the past editions. Many people raise a doubt as to what Mahatma Gandhi was doing on the Independence Day i.e. 15th August 1947 when Pandit Nehru was unfurling the National Flag at Red Fort. In this edition, we share the full details for the information of readers.

In the Ignited Minds Section, we have featured Mr Elango, a former Panchayat President, who turned his village into a Model Village during his tenure.

Under the controversy section, we deal with the recent ban on SMS by the Government. As usual our cartoon character, PRince entertains our readers with his comments.

From this issue, we are introducing two new sections. In the section 'From the Archives' we reproduce important articles published in PreSense in the corresponding month, 6 years back. We will deal with one important 'Social Issue' too.

We are confident that you will continue to enjoy this ezine and send us your feedback.

K. Srinivasan

Inspiring Quote from the speech of Dr Abdul Kalam

About six months ago, I also joined the social networking space at my official id www.facebook.com/officialkalam. Of the hundreds of posts which I have put up on it, two posts have specifically attracted the people. Let me share one of them with you.

This is the post about a young boy with courage. When I was in Harali village in Maharashtra I met 2000 students from different schools. when I was about to get down from the stage a young boy, about 18 years of age, held in the arms of his mother cried to meet me. I called them both on stage. The boy, could not walk due to some childhood disease, but he was strong in willpower.

He told me, "My name is Shailesh and I am from this village. You told me to have a dream. I am here to tell you my dream. I am chess player... and someday I will become a Grand Master".

I told all my facebook friends that it was great to see such aspirations and strength in a rural boy who despite his challenges has a great aim. People responded to post and many of them wished to support and help Shailesh realize his dreams. The post was commented and liked by over 50,000 people within one day.

(Excerpt from the speech of Dr Abdul Kalam at New Indian Express, Bangaluru on 31st Aug 2012 source: www.abdulkalam.com)

Indian Olympic Heroes

The 2012 Summer Olympics, which concluded last month in London, saw an 83-member Indian contingent, the largest ever to participate in the Games in the highest number of 55 events. It also turned out to be the most successful Olympics ever for India in terms of the total medals won by India at an Olympic game. India won 6 medals – two silver and four bronze medals.

LONDON OLYMPICS 2012 — India's Medal Winners

- **Gagan Narang** — Bronze Shooting — Men's 10m Air Rifle
- **Saina Nehwal** — Bronze Badminton — Women's Singles
- **HC Mery Kom** — Bronze Boxing — Women's Fly (51kg)
- **Vijay Kumar** — Silver Shooting — Men's 25m Rapid Fire Pistol
- **Yogeshwar Dutt** — Bronze Wrestling — Men's 60kg Freestyle
- **Sushil Kumar** — Silver Wrestling — Men's 66kg Freestyle

PTI GRAPHICS

To give a brief historical background, India first participated at the Olympic Games in 1900, with a lone athlete (Norman Pritchard) winning two medals in athletics. The nation first sent a team to the Summer Olympic Games in 1920, and has participated in every Summer Games since then. India has also competed at several Winter Olympic Games since 1964.

The Medal Winners

- Gagan Narang clinched the bronze medal in the men's 10-metre air rifle event to give India its first medal from the London Games. This was an especially important achievement after his two unsuccessful attempts in Athens and Beijing Olympics.
- Vijay Kumar raised the country's hopes at the medals tally by winning its first silver medal with his performance in the 25m Rapid Fire Pistol competition.
- Sushil Kumar was India's London 2012 Olympic pin-up boy. The nation expected the wrestler to bring home medals and chose him to lead the Indian contingent. He was also selected as India's flag-bearer at the Opening Ceremony. Sushil Kumar lived up to the expectations by winning silver in the 66-kg freestyle wrestling.
- Mary Kom, an athlete and a mother, walked away with a bronze medal in the women's boxing championship event.
- 22-year-old Saina Nehwal won a bronze medal in the badminton competition to become India's first badminton player to win a medal at the Olympic Games.
- Wrestler Yogeshwar Dutt, secured a place at the victory stand by winning a bronze medal in the Men's freestyle 60 kg competition.
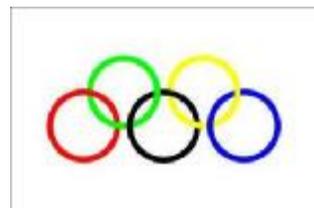
Today, India and its Olympian aspirants, taking the cue and motivation from these successful athletes, prepare for an even more successful performance at the next Games, come 2016 in Brazil.

(Article by Mrs Susan Koshy, Editorial Team)

Where was Mahatma Gandhi on Independence Day?

India celebrated her Independence Day on 15th August 2012. In our ezine, every month, we trace   back the historical event relating to that month.   In this issue we take our readers back to 1947 when the Nation was celebrating the Independence Day.   In the celebrations at Delhi, when Prime Minister Pandit Jawaharlal Nehru was unfurling the Indian Flag at Red Fort, Mahatma Gandhi was on fast and prayer at Calcutta. We trace back the historical event.

Communal clash at Calcutta in 1946

During the Quit India Movement in August 1942 more than one lakh leaders were arrested. When all the leaders were in prison, Muhammed Ali Jinnah brought a two-nation theory and demanded partition of India and Pakistan. After Mahatma Gandhi came out of the prison, he wanted to stop the partition. Muhammed Ali Jinnah declared 'Direct Action Day' on 16th August 1946 demanding partition. This had resulted in communal clashes across the nation. In Calcutta alone more than five thousand people were killed and more than fifteen thousand people were injured.

At that time, Mahatma went to Calcutta to bring Hindus and Muslims together. When he was at Calcutta, another violence broke in Bihar killing more than 4500 people.

Mahatma's fast on 15th August 1947

Mahatma Gandhi declared that he would go on fast to end his life, if the communal clashes were not stopped. Though his appeal brought calm, rioting continued in other places.

Mahatma Gandhi reluctantly agreed for partition and the British Government handed over powers to Indian leaders, with Pandit Jawaharlal Nehru as Prime Minister. The whole country was celebrating the Independence Day on 15th August 1947.

But Mahatma Gandhi was in Calcutta fasting on that day and spending his time in prayers and spinning. He also met +a group of people. On the previous day (14th August 1947), while speaking at the Marwari Club, Mahatma said that though India would be free from slavery of British from midnight, India would be cut into two pieces. That reflected his mood on that day. He was not happy that India was being portioned.

Partition of India and the communal clashes affected him. On that day of Independence, when a group of students met him, he said, ''I am not lifted off my feet by these demonstrations of joy."

Fasting again in Sep 1947 without even taking water

Since communal clashes were continuing at Calcutta, Mahatma Gandhi started his fast from 1st Sep 1947. Normally during the fast, he used to take water with salt. Rajaji, then Governor General of India came to Mahatma's place at Calcutta and persuavaded him to stop the fast, which caused concern for all.   Mahatma Gandhi said that he left everything at the 'disposal' of God. Since Rajaji was a close associate of Mahatma and his advisor on many key issues, Rajaji jovially asked him, "if you have left yourself at the disposal of God, then why are you taking water with salt".   Mahatma Gandhi immediately stopped taking salted water also during the fast.
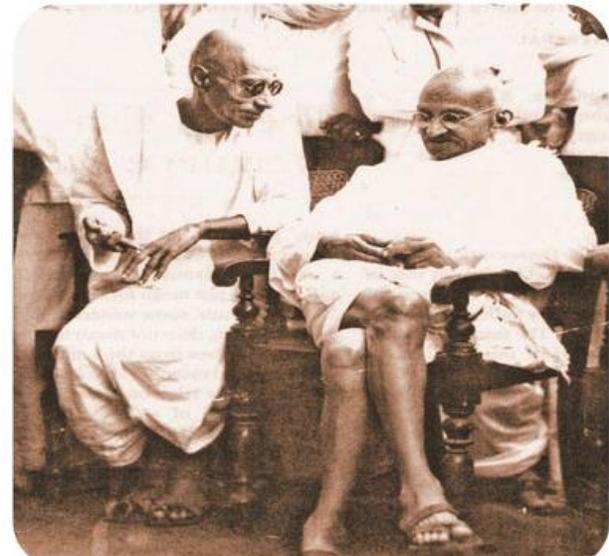
After the assurance of Hindu and Muslim leaders that they would remain peaceful, he ended his fast on 4th Sep 1947. Till he ended the fast, he did not even drink the salted water.

(Based on the input from Mr Annamalai, Director, Gandhi Study Centre, Chennai and other sources)

Skills and Attitude

From this issue, we will also bring out interesting articles / features which we published in the corresponding issue 6 years back. We reproduce two important and interesting articles from July 2006 issue. From that issue onwards, our ezine was integrated with Podcast also.

Attitude is everything: A simple calculator

Skills	Level of +	Attitude	=	Outcome in Career & Life	Health
Good	+	Good	=	Extraordinary success	Very good
Bad	+	Good	=	Success (with efforts and initiatives)	good
Good	+	Bad	=	Temporary success and final downfall	Bad
Bad	+	Bad	=	Disaster	Bad

Stress leads to bad attitude and bad attitude leads to stress

As a Yoga Counselor, I meet lot of youngsters who come to our Institute for various reasons. Most of the people complain of acidity in stomach, elevated blood sugar, elevated high blood pressure, etc. We found out that the root cause of all such problems is only stress".

These youngsters who are employed in various MNCs with high salary have to show high performance. Stress is caused due to job pressure and interpersonal relations. He wants to perform to excel others and to keep his status. A rat race seems to have set in. In view of this, 'human values' take a secondary status. Constant friction leads to diseases. Retaining the job has become primary importance and the rest have no value.

Without a positive relationship, performance cannot be done and this is most important in the life. One may get victories here and there, but it is not permanent. At the cost of 'personal attitudes', they want to make progress. 'Bad attitude' leads to 'stress' and 'stress' leads to 'bad attitude'. This cycle helps each other. Finally, we end up having both 'bad attitude' and stress'. To react with the people, one has to develop proper frame of mind.

Some of the breathing techniques in Yoga will help to reduce the stress and improve the interpersonal relationship.

By Mr D V Sridhar, Yoga Counselor and Teacher, Founder, Yoga Raksan
info@yogaraksanam.com

Social Issues

2500 people die every day due to tobacco use in India - Tobacco and Alcohol is a deadly combination

As per the latest study, there are 94 million smokers in India. Of these, about 14 million are ill with chronic obstructive pulmonary disease (COPD). It is the fourth leading cause of adult deaths in India and it has been found to be mostly caused by smoking. In India, about 2500 people die every day from tobacco use, and about 5500 youth start this habit of using tobacco daily. Smoking of Bidis and Cigars cause early death. Tobacco and Alcohol is a deadly combination.

Why do people smoke? Apart from flavour, stress, pleasure, boredom, friendship and taste, there is really one reason for smoking — the rising tide of anxieties.

Unfortunately, when the iconic film celebrities like Amitabh Bachchan, Shahrukh Khan, Rajinikanth and Aishwarya Rai smoke in films, they influence many youngsters to take up smoking.

Statistics show that every year, 800,000 new cancer cases are registered — 320,000 of whom suffer from head and neck cancers largely attributed to tobacco habits. While tobacco claims about 4.9 million deaths annually globally, an alarming one million of them are from India.

Smoking can cause cancer (lung, mouth, kidney, pancreas and many more to name few), heart disease, respiratory illnesses and severe dysmenorrhea. Smoking can also cause impotence, ulcers and fertility problems and it does not just harm smokers but the people around also get affected. A passive smoker most likely suffers from lung cancer, glue ear and asthma in children.

A pregnant woman who smokes unintentionally passes harmful chemicals to the unborn child and increases the risk of a miscarriage or neonatal death of the baby.

(Input from Dr. Chandra Gupta)

Ignited Minds

Elango turns Kuthambakkam village as a model village

Mahatma Gandhi said that India lived in villages. He wanted the villages to be developed. While everybody talks on every platform, nobody takes the serious initiative.   Here is the story of R Elango, a Dalit leader turning his village into a Model village in India.
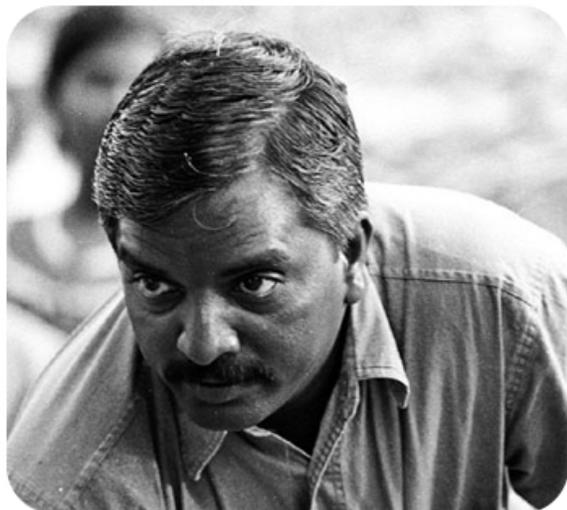
R Elango, born and brought up in Kuthambakkam village, in the adjoining district of Chennai City was involved in the social work right from his childhood. After completing his B.Tech in Anna University, he joined Oil India and shifted to CSIR as a Scientist. His village Kuthambakkam with 7 hamlets and with more than 50% of Dalit population was always facing caste clashes. Due to illicit liquor trade, the poor villagers were losing money, health and family relations.

He was inspired by the idea of the then PM Rajiv Gandhi, who promoted the idea of 'Panchayat Raj' to give full freedom to village Panchayat. Later in 1992, Narasimha Rao Government passed the 73rd Amendment in the Parliament to implement Panchayat Raj in the entire country. The first elections were held in 1996 for Panchayats, based on the new Act.

Since nobody was willing to contest election to become the President of the Kuthambakkam village, he resigned his Government job to contest the elections.

In the 1996 Panchayat election, he was elected by the villagers with a three-fourth majority to become the first President of the village under the new Act. Panchayat Raj Act gave powers to the villagers for self governance. He started implementing word by word the guidelines given in the Act.

He visited many model villages across the country and developed a model for his village. He brought peace between the warring casts. The illicit liquor was totally eradicated through persuasion. He brought transparency in the village administration. The first Gram Sabha was constituted as per the Act with full powers.

Since he brought transparency in the administration, many of the contractors and the Government officials did not like his way of functioning. On some flimsy grounds, he was suspended in 1998 by the then Collector. As the Collector read out the charges before the Gram Sabha, the entire village stood by Mr Elango, rejected the charges completely. he was reinstated by the Government as the President. After this incident, the Government realised his potential.

In 2000, for the first time in India, he built 50 twin houses in a single colony called 'Samathuvapuram' (Place for equality). In every twin house, one dalit and one non dalit

lived. This scheme was later adopted by the Tamilnadu Government and extended to the entire State.

During the first five years, he made a lot of transformation in the village, including creating opportunities for employment generation and education. In 2001 Panchayat election, he was elected unopposed by the villagers. During his second term, he completed all the unfinished works and placed his village in the
Indian map as a Model village.

He made the systems to work well and improved the economy of his village. Now in 2006 and 2011 elections, he encouraged others to become the President. Till date, his system continues.

Elango feels that though India has around 2.70 lakh Panchayats covering around 6 lakh villages, there are only 100 to 200 model villages like Kuthambakkam. In order to train the Panchayat leaders to function properly, he started a 'Panchayat Academy'. Through this Academy, he has networked over 700 Panchayat Presidents. By 2016, he wants to help 200 villages to become model villages and to train 1000 aspiring Panchayat leaders.

Though people in and around his village respect him, he is not interested to join any political party and to contest for Assembly or Parliament elections. "I will move only horizontally to develop villages", says Elango proudly. Mr Elango can be reached at panchayat@yahoo.com.

Accreditation for communication, marketing & HR professionals - Podcast

In the globalised competitive era, t individuals and companies have now started bench marking their knowledge, proficiency and quality to globally accepted standards. Companies world over subject themselves to ISO or BS Standards, which are globally recognised. Unless the companies get ISO certification, they may not be able to participate in the tenders internally and globally. Similarly, IT professionals have now started benchmarking their individual talents through Microsoft Certification and ISACA certification. These certifications enable the IT professionals to compete globally and succeed professionally.

Like this, communication and marketing professionals also need to get themselves certified to the global standards, if they want to succeed in their career in future.   We need to prepare our younger generation communication and marketing professionals to compete at global levels. For more details and to listen to the Podcast on IABC Accreditation, please click http://www.prpoint.in/2012/08/why-accreditation-is-must-for.html

PRince

www.cartoonwatchindia.com
cartoonwatch@gmail.com

by- Triambak Sharma

SMS - Ban was so Relaxing...that now I am waiting for few days Ban on using Mobile...

Controversy

Blocking of SMS and Internet sites

The recent exodus of North East persons, which was in part triggered by anonymous text messages, social media-fuelled rumours and doctored images, represented the first instance of cyber-terrorism in India. In order to prevent such transmission of anti-social messages, the Government of India immediately banned mobile SMS messages and also blocked few websites, which were used to disseminate the messages from Pakistan.

This action of the Government generated lot of criticisms in the main line and social media. Many of the Social Activists claimed this action as 'violation of fundamental right and freedom of expression'.

Many professional bodies like Cyber Society of India (CySI) welcomed the immediate action of the Government, with a rider, that this action should have been done pro-actively immediately after the Mumbai violence in the mid August 2012, instead of waiting for exodus of North East people. Even though belated, the sudden action prevented large scale 'forwarding' of anti social messages, which incited communal clashes. If the ban was not imposed, the inflammatory messages would have induced communal clashes in the country, resulting in the loss of hundreds of lives.

In such situations, 'freedom of expression' and constitutional rights should be held below the national interest. The citizens should sacrifice some of their rights to safeguard the nation. The Constitution which talks about 'Fundamental Rights' also imposes 'Fundamental Duties' on every citizen under Article 51 (A).

As such cyber attacks are likely to happen in future, the Government should pro-actively handle such situation, instead of blocking the mobile SMS as a knee-jerk reaction. There seems to be lack of coordination among all the Government agencies in tacking such cyber attacks. According to experts, appointment of a Super Monitoring Nodal agency to exclusively look after the cyber security of the nation should be considered. This agency should be empowered to receive information of potential attacks from intelligence agencies and take preventive and corrective action with well defined powers vested with it.

It is also important that India, which is hailed as software hub, develop indigenous operating system, software and hardware solutions. The only indigenous operating system i.e. Bharat Operating Systems Solutions (BOSS) developed by C-DAC is floundering for want of patronage. The problem in the country is not the inadequacy of laws but the uncertainty of punishment for violators.

Presenters of *PreSense*

Editorial Team

K. Srinivasan **Susan Koshy** **V. Rajendran** **Triambak Sharma** **Jhon A**

Editorial Advisor

V. Ponraj

Awards