

PRIME SENSE

Spreading Positive Vibrations

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Woman of the Month



P V Sindhu

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From the Desk of Editor-in-Chief

We are happy to present the August 2013 (77th edition) with unique contents. The young girl, P V Sindhu has brought glory to India in badminton. She is being featured in the cover story.



Many of us may not know the importance of the Vedas. In this issue, we have brought out some interesting aspects about the Vedas.

The fall of the rupee against the dollar is causing a lot of concern to India. Probably every challenge is an opportunity to move to the next level. Mr Ponraj, Advisor to Dr Abdul Kalam and our Editorial Advisor has come out with a ten-point agenda to make our economy better.

We hope our readers will enjoy this edition and send us some feedback.

K. Srinivasan

Beware of Spam Mails

When we receive spam mails such as mails about lottery, some general information or tips, from unsubscribed e-magazines or e-bulletins, we read it and delete it immediately. Prudent tech-savvy users do not read it and the moment they open it, they realise it is spam and delete it. Sometimes, such mails, especially the bulletin or e-magazine type of mails, carry a link with the word "Unsubscribe", apparently giving you an option to express that you do not want to receive such mails from this sender. When you click this, you do not know if only your expression of non-interest is conveyed to the sender, or even any other data such as your contact list too are transmitted.

Even if none of these hopefully happens, sometimes this itself is a trap, only to confirm that this recipient actually exists. Since all such mails are just spam without even confirming whether any such recipient email ID actually exists, even a blank response to the sender sends him a confirmation that this particular mail ID is genuine and the receiver exists. Some people respond on an e-letter-head (stationery) furnishing the receiver's name, phone number and/or address, giving vital information to the spam sender.

Unwittingly, we thus pass on vital information to the spammer or cyber criminal, enabling him/her to build a better profile. The trap is laid and the ID is trapped! Hence, beware of any unsubscribed mail. Spam mail or any mail without a subject line, or those addressed to undisclosed recipients could be dangerous. It is always better not even to open them.

Remember one button, whenever you see such mails in the inbox: Delete button.

By V Rajendran, Editorial Team, PreSense



Cover Story

Sindhu Brings Glory to India



Rising shuttler, PV Sindhu (18), created history in the first week of August 2013, by becoming the first Indian woman singles player to win a bronze medal at the World Badminton Championships. With this achievement, Sindhu entered the top-10 of the women's singles rankings for the first time in her career. She has also won medals in many other international events.

PV Sindhu, daughter of former international volleyball player and 1986 Asian Games bronze medalist, P V Ramana, is the first Indian woman to win a medal at the World Badminton Championships. She trains at the Pullela Gopichand Academy.

Before Sindhu, Prakash Padukone won a medal in the World Championships way back in 1983 when he bagged a bronze in the men's singles event in Copenhagen. The women's doubles pair of Jwala Gutta and Ashwini Ponnappa bagged another bronze for India in the last edition of the tournament at London in 2011.

By Sukruti A Vadula, Editorial Team, PreSense



Inspiring Quote from the Speech of Dr Abdul Kalam

Innovative Skills Determine Competitiveness

Law of Development



I was studying the development patterns and the dynamics of connectivity between nations, especially in trade and business. As you all know the world has a few developed countries and many developing countries. What is the dynamics between them and what connects them? Developed countries have to market their products in a competitive way to different countries in order to remain a developed country. The developing country too has to market their products to other countries in a competitive way, to become a developed country. Competitiveness is the common factor between the two types of countries, both developing and developed. It has three dimensions: quality of the product, cost effectiveness, and supply in time. Indeed this dynamics of competitiveness in marketing of products by developing and developed countries is called the Law of Development.

Innovation

I was studying the Global Competitiveness Report for the year 2012-13. There I found that in terms of Global Competitive Index ranking, Switzerland is ranked 1, Singapore is ranked 2, US is ranked 7, Korea is 19, UAE is 24, China is 29, and India is 59. Our performance and ranking in the competitiveness index, needs to be improved. Growth competitiveness is determined by the innovative ability of an organisation. This innovation arises from institutional initiative and the R & D productivity of the firm, shaped by policies and nature of local institutions. We need to work towards improving their competitiveness index and aim to reach among the top 10 within the next five years. This requires the combined efforts of researchers, technologists, production engineers, business leaders and above all political system. I would suggest this programme may be developed for promoting strategies for competitiveness particularly in the MSME area.

Garment Industry Supported by Rural Women

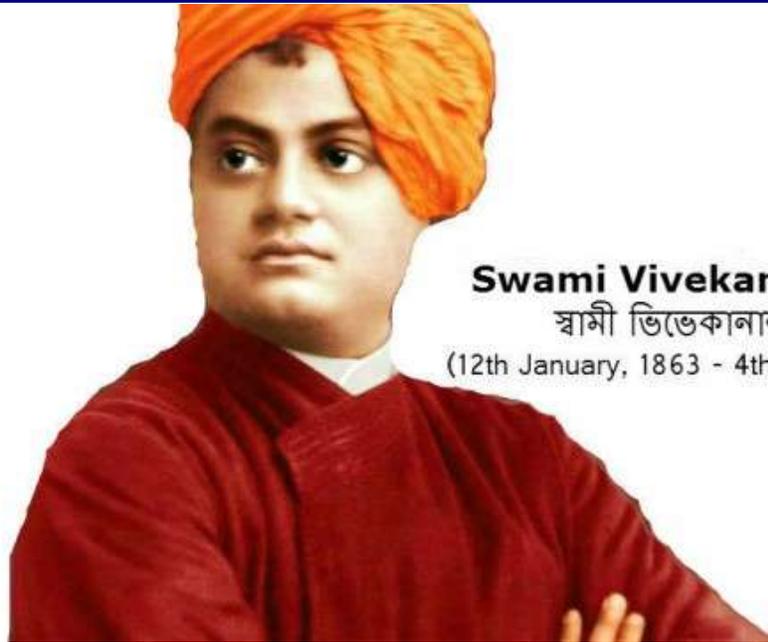
On 15 October 2008, I visited Iledu Village in the Kancheepuram district of Tamil Nadu, where National Agro Foundation has been working on improving the agricultural productivity of the village and also simultaneously finding out non-farm avenues of value added work to the rural community. They had created a linkage between the rural women and the garment export company, operating from Chennai. The design and the raw material are provided to the workers at Iledu and the finished products are sent to Chennai for export. This brings out the need for export quality packaging for the product. Ideally, it would be useful to execute final packaging at the rural level itself which would enhance the income potential of the rural citizens and prevent migration to the cities. I would suggest to the organisers of this programme to come up with a proposal for creating competitive packaging system production establishment using local material and skill. This will be an important value addition for the textile industry as a whole.

Source: Reproduced verbatim from his speech www.abdulkalam.com



Vivekananda 150

“If you are afraid of anything, turn around and face it”



Swami Vivekananda

স্বামী ভিভেকানন্দা

(12th January, 1863 - 4th July, 1902)

When Swami Vivekananda was coming out of the temple of Mother Durga at Varanasi, he was surrounded by a large number of chattering monkeys. They seemed to threaten him. Swamiji did not want them to catch hold of him, so he started to run away. But the monkeys chased him.

An old sannyasi was there, watching those monkeys. He called out to Swamiji, 'Stop! Face the brutes!'. The words brought him to his senses. He stopped running and turned majestically to boldly face the irate monkeys. As soon as he did that, they fell back and fled! With reverence and gratitude he gave the traditional greeting to the sannyasi, who smilingly responded with the same, and walked away.

Many years later, Swamiji said: 'If you ever feel afraid of anything, always turn round and face it. Never think of running away.'

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Ancient Indian Wisdom

How were Vedas Transmitted over Thousands of Years?

Veda is the recordings of various Rishis over a period of thousands of years. The four Vedas, viz. Rig, Yajur, Sama and Adarvana Vedas are a treasure trove of knowledge. The Veda was compiled on the banks of the Saraswathi River as this river is mentioned in 72 different places in the Veda.

Veda Vysya, the Compiler

Approximately 5100 years ago, (around 3100 BCE), Rishi Krishna Dwaipayana, also known as Veda Vyasa, compiled the Vedas which were scattered across various parts of the country, including the present neighbouring countries. Since then, the Vedas are transmitted down to our time orally. Hence, Veda is called 'Sruthi' - that which is heard and repeated.

Max Muller, a German Scholar was the first person to publish the Rig Veda in the 1860s. Max Muller described the sacred hymns as unparalleled in the literature of the whole world and their preservation as miraculous.

How Vedas were Transmitted over Thousands of Years?

The unique aspect of Vedas is that the Samhitas (stanza) are recited verbatim even today, as it was recited 5000 years ago. On analysing, it was found that each Samhita or stanza of the Vedas was transmitted by 10 different methods, known as 'Pata' to maintain its purity. They are divided into 2 simple methods and 8 special methods called Ashta Vikriti.

Simple Pata - *Pada Pata and Krama Pata*

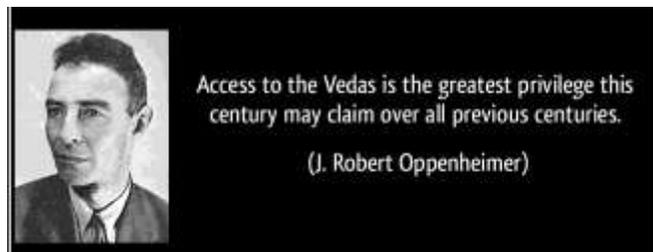
Ashta Vikriti- *Jata Pata, Mala Pata, Sikha Pata, Rekha Pata, Dhwaya Pata, Danda Pata, Ratha Pata, Ghana Pata*

These 10 Pata recitations ensure that their purity is preserved. The recitation of the 10 Pata also acts as a self error-correcting methodology. Krishna Dwaipayana framed these 10 techniques so that its knowledge is etched in the minds of the reciter. It is the oral system of knowledge transmission that has withstood the ravages of time.

Beyond Religion

The Veda text does not speak about the Gods in the way we relate to them now. They speak about the divinities only as natural phenomena.

In the last couple of thousand years, various scholars have understood and relished the Veda more from a religious perspective. There is also a very scientific way of looking at the Veda without the connotation of the religious Gods.



A few scientists who have had the good fortune of going through the Vedas have realised this. Professor J who is considered the father of the American Nuclear Bomb, said "access to the Veda is the greatest privilege, this century may claim over all previous centuries."

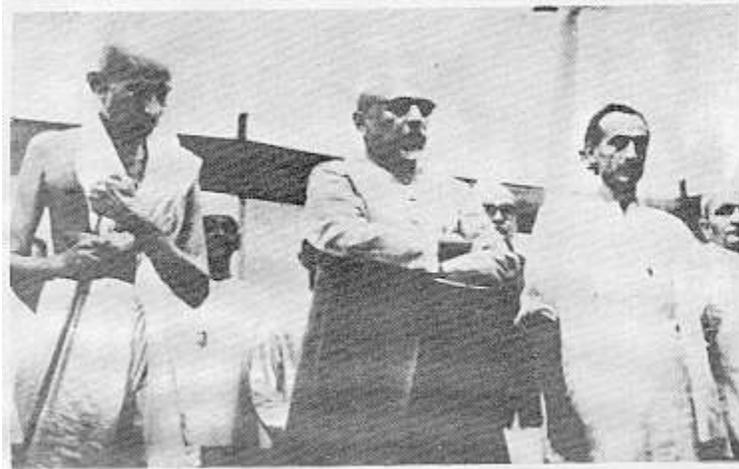
Courtesy: Mr D K Hari and Ms D K Hema Hari www.bharathgyan.com/



Remembering Indian Historic Events

Quit India Movement - 1942

9th August 1942 is one of the important days in the history of Indian freedom movement.



Mahatma Gandhi, Azad and Kripalani

We share the following interesting information for the knowledge of our young and old generations. This will give some idea about the sacrifice made by our leaders during the freedom struggle.

World War II and the Cripps Mission

In the year 1939, the Second World War started between Britain and Germany. In 1942, the then British Governor involved India, without consulting the Congress leaders. This angered the Congress leaders.

In March 1942, the British Government sent a delegation under the leadership of Stafford Cripps in what is popularly known as the Cripps Mission, to negotiate with the Congress leaders and persuade them to agree to participate on the Britain side in the war, in turn for a promise of freedom. The leaders did not agree to the proposal, as they wanted to maintain neutrality in the war.

Preparation for Civil Disobedience

On July 14, 1942, the Indian National Congress passed a resolution demanding complete freedom to India from the British. The resolution also stated that if the British did not accept the demand, Congress would start a 'mass civil disobedience'.

Since Britain was engaged in the peak of World War II, this resolution faced controversy. Sri C Rajagopalachari (Rajaji) opposed the resolution and he quit the Congress. (Rajaji returned to the Congress later) Rajaji warned the Congress that it was not the right time to go for civil disobedience, as the entire world was engaged in World War II. But all other senior leaders accepted the resolution. Some other political parties like Communists, the Hindu Maha Saha and the Muslim League, too did not support the call.



Huge crowd at Gowalia Tank Maidan on 9th August 1942



"Do or die' Call in the Historic Session on 7th August 1942

The historic session of the Indian National Congress was held on 7th August 1942 at the Gowalia Tank Maidan, Mumbai (now known as August Kranti Maidan). In the midnight of 8th/9th August 1942, the Congress passed the famous 'Quit India Resolution', which electrified the country. This has become the popular 'Quit India Movement', and the mass civil disobedience movement was launched with Mahatma Gandhi's "do or die" call.

Quit India Movement Turning Violent

Within a few hours of the resolution and call, all the national leaders were arrested. Since there were no leaders outside, the movement became violent. The people burnt the Government offices and violence could not be controlled by the Congress. The British



Aga Khan Palace near Poona where Mahatma Gandhi was prisoned from Aug 42 to May 44

Government moved the army and more than one hundred thousand people were arrested.

During this period, the contact of the leaders with the masses was cut off. During this period, Mahatma Gandhi's wife, Kasturba Gandhi and his trusted secretary Mahadev Desai were put into the jail. Mahatma also suffered failing health.

Different reasons for 'violence' like the absence of the top leaders, mistaken interpretation of the 'do or die' call, inducement by the British rulers indirectly were attributed. That was why Rajaji forewarned Mahatma Gandhi and the Congress not to announce the 'civil disobedience' policy. His fear proved right.

Hoisting of the Indian Tri-Colour

When the Quit India movement was started on 9th August 1942, the British Police treated the masses brutally. At that time, Aruna Asaf Ali proudly hoisted the Indian tri-colour in the Gowalia Tank Maidan. This was the first time the Indian tri-colour was hoisted.

Underground Radio Station

During the movement, Aruna Asaf Ali and Usha Mehta (a student) were broadcasting the underground news through an underground radio station (42.34 metres). They were shifting the broadcasting equipment frequently, to avoid being captured by the British Police.

It may be noted that all the leaders and freedom fighters who participated in the movement were released only after three years, after the World War II ended.

Freedom to India

After the World War II, the Labour Party won the elections and captured power in Britain. They took the initiative to transfer power to the interim Government headed by Pandit Nehru. India attained full independence on 15th August 1947.

Though the Quit India movement generated controversies at that time, this movement is considered one of the important milestones in the Indian freedom movement, to force Britain to handover the power to the Indian leaders.

Let us salute those brave freedom fighters for their great sacrifice.



From the Archives of E-zine PreSense – Aug 2007

Deal Arrogance with Tact

The following scene took place on a British Airways flight between Johannesburg and London. This is a true story. A Caucasian woman of about 50 years of age was seated next to an African man. Obviously disturbed by this, she called the air hostess. "Madam, what is the matter?" the hostess asked. "You obviously do not see it then," she responded. "You placed me next to a Black man. I do not agree to sit next to someone from such a repugnant group. Give me an alternative seat."

"Be calm please" the hostess replied.

"Almost all the seats on this flight are taken.

I will go to see if another seat is available." The hostess went away and then came back a few minutes later. "Madam, just as I thought, there are no other seats available in the economy

class. I spoke to the Captain and he informed me that there are no seats in the business class too. However, we have one seat in the first class."

Before the woman could say anything, the hostess continued: "It is not customary of our company to permit someone from the economy class to sit in the first class.

However, given the circumstances, the Captain feels that it would be scandalous to make someone sit next to someone so disgusting."

She turned to the African man, and said, "Therefore, Sir, if you would like to, please collect your hand luggage.

A seat awaits you in first class."

At that moment, the other passengers who were shocked by what they were witnessing, stood up and applauded.



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/



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BY - TRIAMBAK SHARMA

NEWS

China &
Pakistan
Occupying
Our Land -
Government is
Silent

Be-aware..I take
it seriously....I am
INDIAN..not
Government..



Controversy

The present economic crisis



Be Indian and Buy Indian to revive the economy

After seeing the spirit of youngsters in sharing the information through social media to be Indian and buy Indian which was the mantra during our first independence, I felt now the time is ripe for re-launching the same movement in India - to 'Be Indian and Buy Indian' to revive our lost glory and economy. Let me share some thoughts with all of you.

10 Point Agenda for revival

1. Buying Indian products will immediately stabilise our economy. At the same time, the Government should encourage the productive sector, by relaxing NPA norms and extending credit to save millions of SSI and SME sector. The Government should encourage and support restructuring and technology up-gradation to increase the manufacturing contribution by 25%.
2. To reduce the oil bill, an ethanol policy should be announced, enhancing from the present 10% to 50%. Farmers and the automobile sector should be encouraged with suitable incentive, to use ethanol.
3. Since the Coalgate scam cases are proceeding on fast track, ban on the closed coal mines should be lifted, to reduce the import of coal.
4. Increasing the rate of interest on fixed deposits will attract more domestic savings.
5. The Government should immediately focus on agriculture and agro food processing and encourage related industries and the service sector by infusing Agro infrastructure as a long



term perspective. Smart water ways to store flood water should be made as a priority infrastructure spending.

6. The mindset of controlling the private productive sector should be changed to facilitate their growth by innovative inclusive policy instead of extractive policies. In extractive policies, assets are forcibly taken away without the consent or involvement of the affected parties.

7. Energy independence policy and creating high tension power grids connecting the nation like a golden quadrilateral should be executed on top priority.

8. Create an investment-oriented climate with the high 'Ease of Doing Business Index' in the country to attract FDI and also empowering Indians to compete locally and globally. The farmers should be made partners for their land in large public and private infrastructure products. Even the latest land acquisition bill is inadequate and lacks empowering the farmers to contribute.

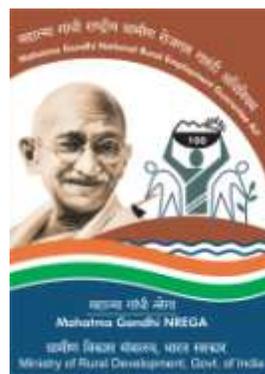
When the Government failed to provide proper compensation to the Bhopal victims, Dam construction resettlement, road construction resettlement, and other SEZ resettlement, we cannot expect the people to voluntarily give up their land for FDI, mining and infrastructure development, accepting their projects. The leaders are not willing to make them partners in the infrastructure projects and give them dividends in the large mining and other productive sector projects.

9. Expenditure spending and subsidy should be reduced to concentrate more on infrastructure spending. This will create value-added employment to Indians with skill-development as focus

10. 50% of the teaching institutions are to be converted into Research institutions tying up with industry, based on core competence, to design and develop systems and products for meeting the challenges of one billion people of India.

Focus on infrastructure development to generate sustained employment

As per the 12th plan document, Rs. 1 crore investment in building agro and food processing industry should generate 30 direct employment and generate equivalent amount of indirect employment. For example, a large area of land was acquired to create SEZ. Assuming the investment to the tune of 100,000 crore in the automobile assembling plant should have generated at least 10 lakh value-added employment to the 10th and 12th standard passed students, diploma holders, engineering and other graduates. The question arises whether this much of employment was generated.



If 1,80,000 crore planned for NREGA is spent to develop infrastructure like Agro food processing eco system, we would have created sustained employment for more than 1 crore people living below poverty line.

Instead of spending Rs.180,000 crores in NREGA during the 11th plan, if the Government had spent this amount in building agro food processing eco system, it would have created permanent employment to 60 lakh young and other people and more than 1 core sustained



employment to people who are living below the poverty line. This has not happened. On 30th August 2013, The Prime Minister, in his speech on the economic crisis, in the Parliament, said that subsidy had not reached the people. How many times will PMs and FMs keep saying this? Why could they not bring reforms to alleviate the situation and improve the governance to reduce the deficit, and increase the confidence of the people?

Extractive policies killed SMEs and SSI units

If we had done this from 1991 till now, India would have managed the global economic crisis well and at the same time make India an investment heaven for the global investors. Our policies and economic reforms adopted since 1991, have opened up and led to growth, but the administrative set-up has not changed and they continue to enact extractive policies which made our economy non-sustainable, starting with a GDP of 5% in 1991, increasing in the subsequent years upto 9%, and then declining steadily to 3% in 2013, closing down many SME and SSI units. This has created an unfavourable climate for the Indian industry in the productive sector. They collapsed and sunk and finally defaulted, forcing them to import more from China and other western countries.

Moving away from producer economy to consumer economy resulted in this crisis

Terming the river connectivity as not viable and non-taker, the Government did not create the irrigation infrastructure. Thus destroying the manufacturing sector and the agriculture sector, the Indian Government concentrated only on the service sector for white-collared jobs. Therefore, these extractive policies have broken the core competence of India and converted India into consumer economy rather than producer economy.

How can we expect export to go up? From 2004 till 2012, the export growth was 360% where as import was 480%. This clearly shows that our economic reforms have not empowered Indians. It has rather made India a dependent economy due to the prevailing extractive policies, income tax laws and other banking policies. Unless we change these policies, remove controls and bring facilitation, remove monitoring and bring encouraging performance, through innovative support policies for the three sectors of the economy, it will be very difficult to bring down the trade deficit, thereby the current account deficit, and inflation. Finally, the common man is affected in all respect and happy to hear the FMs announcing sops for income tax relief every year and cut down tax for soap, comb and other consumer items and we end up buying these things from China and live happily with direct money transfer schemes.

Urgent need to restore the glory of India

Will our leaders and our future leaders of the nation emerge to change the present extractive policies into an inclusive policy for sustained growth? That is the question. Will the political parties announce this policy change in their election manifesto? Will our people understand and vote on this aspect? Will our middle class and our high income group go to vote based on these agenda? Will all our Facebook and Internet-savvy friends go to vote on these agenda and elect the right people to lead the nation in the 2014 Lok Sabha elections.

If all these things happen, India will become a developed nation before 2020 and will lead the world in economy, and first among the BRICS countries, relegating other countries contributing to the world economy before 2030. We need to restore the glory of India, which she had achieved in the 17th century.

By V Ponraj, Advisor to Dr APJ Abdul Kalam and Editorial Advisor to PreSense



Ignited Minds

People for Parity



Growing up, Aditya Gupta never heard the women around him talk about harassment. It was but a distant reality. However, like hundreds of others, even he could not escape the shock and horror of the 16th December gang rape in Delhi last year. At the time, he was working in East Africa, helping in the development of a mobile technology intervention that would help farmers in remote areas, access markets and financial services in order to grow their business. "I was already working in the social impact sector, and when the gang rape happened, I felt it was time to return home and do something about this social malaise in my country."

Jingoism and the desire to do something brought back this young ex-IITian to his roots and led him to create the People for Parity Foundation (PPF) – an NGO that seeks to curb violence against women. One of the major aims of the foundation is to empower young men and women to become "change-makers in their own and other's lives". "We work with adolescents and introduce them to concepts such as gender stereotypes, crimes, and harassment through interactive workshops, to help them break away from this culture," says Gupta. The organisation mainly works with low fee, government schools across the country.



Among the many activities in these workshops is a quiz. "We expose the teenagers to an image, for example a boy whistling at a girl, and ask them a variety of related questions such as "Does the girl want the boy to whistle at her? Is he her friend? Is there a law against such teasing?" Instead of imposing we encourage them to think on their own, so that if they witness a similar act in real life, they would ask the right questions," corroborates Gupta. Such activities, he feels, also address the taboo surrounding such issues in the country by encouraging youngsters to talk about them openly.

In the course of these interactions, Gupta himself has had several eye-opening experiences. At a school in Meerut, several girls spoke about harassment by street hawkers on their way to school and on their way back home. However, they had not spoken to their parents about this because they feared that their parents would stop their education in a bid to prevent such mishaps. "We usually think that girls don't report such matters out of shyness and embarrassment. However, this honest answer by the young girl students not only surprised us, but also the boys in their class."

In addition to their workshops, PFP is also working on a smart phone application called "Pukar" that helps users to send out a distress signal to their emergency contacts if they are in danger. An elementary version has already been put on their website <http://peopleforparity.wordpress.com/2013/07/15/introducing-pukar-an-emergency-safety-app/> and they hope to further fine-tune the technology and improve the rescue action in the near future.

The organisation currently has tie-ups with various communities, other social welfare organisations, and also receives funds from their friends and family. Gupta is optimistic about its future and plans further expansion in a bid to reach out to more people and touch more lives.

<https://www.facebook.com/PeopleForParity>

By Megha Gupta, Editorial Team, PreSense
Photo courtesy: Abhinav Rai

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



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