PR e SENSE

Spreading Positive Vibrations

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Cover Story of the Month

PRince
By- Triambak Sharma
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NEWS...

TRP
1. RADHE MAA
2. SHEENA MURDER..
3. ......

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I Quit...they need Directors of TV Serials as News Channel Head..

In This Issue:

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From the Desk of Editor-in-Chief

We are pleased to release the 102nd (August 2015) edition of the ezine PreSense. As we were preparing this edition of the ezine, we observed that mainline English TV and print media were 'obsessed' with the 'Sheena Murder Mystery' and were covering it nonstop for over 4 or 5 days. Many of the national achievements were not given priority.

Our cover story deals with the current trend of mainline media and the need for greater responsibility towards the nation.

The recent disruptions in the Parliament are another serious concern for the nation. In the controversy section, we have analysed the issue and the need for the smooth functioning of the Parliament.

We hope, you will continue to enjoy this edition. Please share this with your contacts. Please also give us your feedback to improve the contents.

K. Srinivasan

Education Loan Task Force (ELTF) is one of the initiatives of this Ezine PreSense. ELTF initiative was started in 2010 to create awareness about the Education Loan among the students and parents.

Important Announcement No: 1 - Interest Subsidy

Under the instructions from the Ministry of Human Resources Department (MHRD), Indian Banks' Association has notified that all pending interest subsidy claims (1.4.2009 to 31.3.2014) belonging to SC/ST and General Category can be submitted immediately by the bank branches to the nodal bank. The eligible students, who did not get the interest subsidy earlier may immediately meet the Manager and submit a letter of request to the Bank. They can also give the copy of the notification to the branches. If the Branch Managers do not respond positively, the students can report to the Chairman of the Bank and also to Reserve Bank of India. Notification may be downloaded from http://www.eltf.in

Important Announcement No: 2 - Single Window Portal for Submission of Education Loan Applications

Government of India has launched a single window portal for submission of Education Loan applications and for Central Scholarships. Please visit www.vidyalakshmi.co.in

Cover Story

Confusing Media Priority

Sheena Murder Mystery vs. GSLV-6 Launch

Last week, leading news headlines at prime time on the mainstream news channels screamed about the high profile and sensational "Sheena Murder" mystery. The other news headlines that followed included the capture of a terrorist, the victory of the Indian cricket team over Sri Lanka in their second test match and finally, just before fading away, came the news of the successful launch of the Geo-synchronous Satellite Launch Vehicle (GSLV) D6 which carried India's latest communication satellite GSAT-6. The "Sheena Murder" story continues to occupy prime time on TV even as we write this article (31st August 2015).
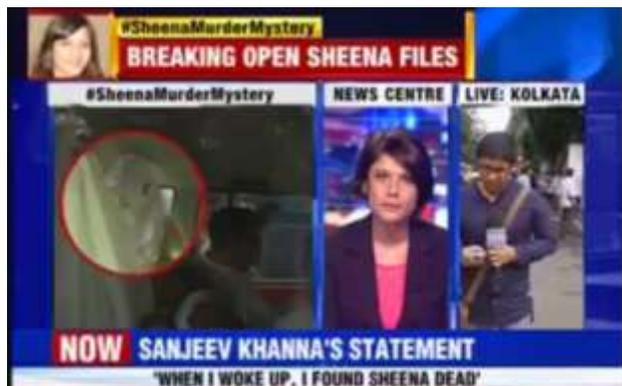
The "Sheena Murder" case then took over most of the main part of the "news in detail". Reporters were sending real-time sound-bytes from different parts of the country where Sheena's family members were residing. The Sheena murder mystery was the prime time news in all the main news channels. There were analyses, debates, interviews, and speculations about what could have happened and what could happen. We had panelists who were unconnected with the case, and whose contribution to the debate was by way of mere speculations and inconsiderate character assassination of the suspects.

The satellite-carrying GSLV launched in Sriharikota in the state of Andhra Pradesh in South India, is intended to end India's dependence on foreign launch vehicles for its own satellites. It was a project that took 10 years and 150 Indian industries which supplied its components – a proud moment for its scientists and the Indian people. Yet it barely managed as brief news in the fag-end of the news prime time.

Independence and Accountability

This brings us to the issue of independence, responsibility and accountability. Our democracy is perceived to be based on four pillars namely the executive, the legislature, the judiciary and the media. Each of these pillars functions independently but is also accountable.

- The legislature enacts the law and is accountable to the voters when the representative members go to the people during election time. The legislature is also monitored by the judiciary, which has in the past overturned out-of-place decisions passed by the legislature.

- The executive implements the law and is accountable to the legislature and the judiciary.

- The judiciary interprets and upholds the law. The accountability of judiciary is now being debated especially in these days of judicial activism and discussions are

underway, for major reforms to make the judiciary accountable to the other pillars and the people.

- In this backdrop, the fourth pillar that is generally accepted in modern India is the media, with its social role as the "conscience keeper". The other pillars, namely the legislature and the executive, are monitored by the media on behalf of the people. Even judicial functions are debated in media. Currently, the media is unaccountable to anybody. It is only in case of defamation by the media can one turn to the courts for relief. Even then, the judicial process being long and cumbersome, few people turn to the courts for relief. For this very reason, the media must function under a self-governed responsibility.

> **Even judicial functions are debated in media. Currently, the media is unaccountable to anybody.**

News Channels

People are mainly exposed to the news that the media feeds them with. Over the years, the electronic media has taken over the print media in reaching current news to the people. It is able to provide real-time news, updated by the minute, through a variety of platforms such as debates, interviews, live coverage and spot sound bytes. News channels bring news to the living room of the common people on a 24/7 basis. The reporters of the news channels vie with one another in the field to be the first to broadcast the latest.

> **The media began building sensationalism into the prime news, or else sensational news became the prime news.**

The media plays an important role in bringing true, unbiased and balanced information to the people. However, of late, it seems to have shifted its primary focus to topping Television Rating Points (TRPs). The media has begun building sensationalism into the prime news, or else sensational news became the prime news.

The media's sensationalised coverage of the incidence of rapes in India has damaged the image of our country at the international level. Some countries issued travel advisory to their citizens about travelling to India, as if the country was full of rapists. Statistics show that rapes occur more frequently in many other countries including the developed ones. (http://www.more.com/news/india-rape-capital-world; https://en.wikipedia.org/wiki/Rape_statistics). No doubt, this does not condone the act in India, but what is required is a fair and balanced portrayal of the situation by the media. Indians living in foreign countries face a tough time convincing the local people about the true and fair image about India.

During the recent pandemonium in the Houses of the Parliament, when some of the members disrupted the normal proceedings of the House, the media were up in arms, and rightfully so, pulling up the erring members and demanding that they did their job for which they were elected. Today, the media needs to be pulled up too for the way they have been dealing with news and views.

Survey: 80% People Dissatisfied with Mainstream Media

The media may argue that they are bringing to the people what they want viz. sensational news. This is not necessarily the case as a recent survey revealed. A survey was conducted by a group of individuals from top academic, professional and corporate sectors called The Indian Iris, to gauge the public perception of mainstream media. It was conducted both online (email and Facebook) and offline among over 500 respondents, mostly in the age range of 18-40 years. (*http://www.opindia.com/2015/07/survey).*

The results show that a whopping 80 percent of the respondents expressed dissatisfaction over the quality of today's mainstream media, while 87% felt the media was biased. 70% found the prime time debates chaotic and meaningless while 23% thought the debates were more an entertainment than of any other relevance. When comparing the print media with the electronic media, the former had more loyalists with 22% finding it reliable, as against a meagre 4% for the electronic media. When the survey asked about the respondents' expectations from the future media, most of them wanted fairness and transparency.

Therefore, it certainly is high time the media did some introspection on why public trust has eroded to such an extent, going by the survey, and if it needs to re-focus on their primary role and responsibility. It would be a relief if the media could get back on track to doing what they are meant to do – bringing news and views that are true, balanced and unbiased.

by Susan Koshy, Editor

Tamil Ezine New Gen Thamizhan - 25th Edition launched

25th Edition of Tamil Ezine New Gen Thamizhan was launched at The Ashram Matriculation Higher Secondary School, Coimbatore on 69th Independence Day (15th August 2015). New Gen Thamizhan is the Tamil Ezine published by Prime Point Foundtion with K. Srinivasan as Editor in Chief and Shri Pradeep as Editor. This is another ezine to promote 'positive journalism' as suggested by Dr Abdul Kalam.

K. Srinivasan, Editor in Chief of PreSense and New Gen Thamizhan launched Dr Kalam's Club during the event.

ACTION 2020 launches Android App on Dr Abdul Kalam

Action 2020, a platform of groups working towards India 2020 in various fields has launched a new Android App on Dr Abdul Kalam. This app was developed by Shri Natarajan Raman, a Software Engineer and the Convenor of Action 2020. This is a comprehensive app providing various information about Dr Abduil Kalam.

This app can be downloaded from the following link.
https://goo.gl/JdSNK9

Important Podcasts
Sansad Ratna Awards function

Sansad Ratna 2015 Awards function was held at IIT Madras on 11th July 2015. The Awards are instituted by Prime Point Foundation and this Ezine PreSense. In the afternoon session, eight eminent experts made presentations on various topics under the theme, "Towards India 2020". The YouTube links to the presentations are given below. Please listen to the intellectual and informative speeches.

Expert	Topic	Link
Shri Anbumani Ramadoss MP (PMK) Former Union Health Minister	Health	https://youtu.be/EcPpgPg8IpU
Shri T K Rangarajan MP (CPIM)	Agricultural Economy	https://youtu.be/-7Uj74LI5E8
Shri P P Chaudhary MP (BJP)	Judicial Reforms	https://youtu.be/hUyiFMrWWLI
Shri Mafoi Pandia Rajan MLA (DMDK), Tamil Nadu	Human Resources	https://youtu.be/4ONjXO-lLoM
Dr Bhaskar Ramamurthy, Director, IIT Madras	Technology	http://youtu.be/A7C5Ob3NIPs
Dr Maria Zeena Johnson, Mg. Director, Sathyabama University	Education	https://youtu.be/PQu5d860h7w
Shri V Ponraj, Scientific Advisor to Dr APJ Abdul Kalam	Energy Independence	https://youtu.be/R2oNStF-dPE
Shri T Theethan, Former Director General (Audit), Indian Railways	Infrastructure - Railways	https://youtu.be/h1-AzcOSimc
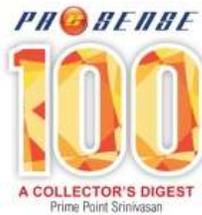
The 100th Edition of our Ezine PreSense was launched by Shri Lakshmi Narayanan, Vice Chairman, Cognizant on 27th June 2015. Please listen to his inspiring speech through this link.

https://youtu.be/fcgXb9kgjP8

Download the 100th Edition of Ezine "PreSense 100 - A Collector's Digest"

https://goo.gl/XO7s15

Controversy

The Monsoon Session of Parliament - A Virtual Washout

The monsoon session of the Indian Parliament – the proceedings of both Lok Sabha and Rajya Sabha – were a virtual washout as a determined opposition disrupted the proceedings, by not allowing official business to take place and demanding the resignations of three BJP leaders – External Affairs Minister, Ms Sushma Swaraj and Rajasthan Chief Minister, Ms Vasundhara Raje Scindia over the 'Lalitgate' issue, and Madhya Pradesh Chief Minister, Mr Shivraj Chouhan over the Vyapam scam. All efforts made by the Government to run the House smoothly went in vain.

In the end, the government's efforts to pass the GST Bill and the Land Bill were frustrated. The session ended with the speculation that the government might call a special session to pass at least the GST bill over which most differences have been sorted out. According to research estimates, productivity in the Lok Sabha stood at 48 percent while that in the Rajya Sabha was at only nine percent. Question hour functioned for 52 percent of its scheduled time in the Lok Sabha and one percent of its scheduled time in the Rajya Sabha. Eight of the nine planned bills were introduced but only one bill could be passed.

The Lok Sabha lost over 34 hours due to interruptions, while the Rajya Sabha lost over 82 hours. An estimate put the loss to the exchequer at over Rs 33 crore (Rs.330 million) due to time lost in not transacting government business.

The Indian Parliament represents the people through its members. Therefore, the primary responsibility of the elected representatives is to take up public issues in the house and draw the government's attention towards redressing problems and issues to the peoples' benefit.

The democratic system of governance in the country entrusts the Members of Parliament (MPs) with the discretion to pursue ways to accomplish this in the Parliament through well laid down convention and procedures. In the process, the MPs should not disturb the government agenda and wrest the proceedings through repetitive disruptions, and indulge in any behaviour contrary to the well laid down conventions and rules on the conduct of a member. Any wilful violation of the established conventions of the house or the code of conduct of a member can in no way be construed as justifiable or legitimate.

The Parliament's august platform should not be used for party or partisan politics that pursues a political agenda which is not in sync with public issues. In 2012, the then Opposition had obstructed the functioning and apparently justified it, saying, "Our strategy does not permit us to allow the government to use Parliament for debate without being held accountable. We do not want to give the government an escape route through debate. Parliamentary obstructionism brings its dividends." Ironically, the then Opposition and Ruling party have swapped their roles.

No doubt, the Lok Sabha speaker suspended a record number of members for their alleged violation of the code of conduct and some political parties thought the punishment meted out was a bit too harsh. Maybe, stricter penalties are called for in monetary terms. The MPs should be made to realise that their time in the Parliament belongs to the people who elected them and it is not their own. Their prime responsibility is to ensure that the people's interests are well taken care of.
By T N Ashok, Editorial Team

Technology Corner

Data Loss and Cyber Laws

Human being by nature is communicative. Man is a social animal. The biggest punishment for a human being arguably, would be to put him in solitary confinement prohibiting any expression of views. No wonder the world is filled with information and data – public and private, confidential and otherwise, positive and negative, and shareable and personal.

Nowadays, the distinction between what is personal data and what is not, is getting blurred. People, oblivious of the consequences, are happy to share their personal information in a social networking site like Facebook etc. It has become quite common to leave such personal information as email ID, date of wedding, date of birth, address, phone and mobile numbers at any public forum like the registration desk at a meeting, conference etc. For anyone who is on the prowl as a lurking cyber criminal, such information is sweet in a platter.

When security initiatives are weak, information like the date of birth, address or the wedding date are taken as proof of identity for a telephonic confirmation. In such case, easy and free access to such personal data will have a disastrous effect. Many people are still not aware of the consequence of giving away a back-to-back photocopy of the credit card, carrying the CVV (Card Verification Value) or the CVC (Card Verification Code) number on the reverse or the copy of the PAN (Personal Account Number) card.

There are cases when the copy of a PAN card given for an identity or security purpose, lands in someone else's hands and forms part of a credit card application that was not applied for by the genuine card holder. Prudence and due diligence demands that one always write the remark like "for xxx bank credit card application" above the self attested signature in a PAN card copy or such ID proof, to ensure that the photocopy is not misused or used for any other purpose than what was intended for.

Cyber laws in India are always and will continue to be a dangling balance, scaling loosely and flaccidly between cyber laws and data loss, or information protection and freedom of expression.

Unlike other nations wherein they have the Data Privacy Act, Electronic Communication Act, HIPAA or SOX in the US, we do not have elaborate data security legislations in India. The lone IT related law is the Information Technology Act 2000 and the its Amendment Act 2008, followed by a brief description on private data in the form of Rules issued by the I.T. Dept, IT Ministry, Government of India.

Data related to medicines, illnesses, insurance claims etc are not as sacrosanct in India as they are in USA or other countries. Whenever the government attempts to define private data or pass legislation, or frame some rules restricting electronic communication of personal data or regulates such communication on the basis of obscenity, public order or decency etc., the media and the society rise in revolt, crying hoarse. They allege that it is an infringement to personal liberty, and curtailment of the right to freedom of expression. Hence cyber laws in India have been and will continue to be a dangling balance, scaling loosely and flaccidly between cyber laws and data loss, or information protection and freedom of expression.

By V Rajendran, Editorial Team

From the Archives of Ezine PreSense – Aug 2009

Source: http://www.primepointfoundation.org/presense/presense0809.pdf

Twitter began in a "daylong brainstorming session" that was held by board members of the podcasting company Odeo in an attempt to break out of a creative slump.

At that meeting, Jack Dorsey introduced the idea of an individual using an SMS service to communicate with a small group, a concept partly inspired by the SMS group messaging service ,TXTMob. On 21ˢˢᵗ March 2006, Jack published his first tweet (see picture)

They named this "twitter", which according to dictionary means "a short burst of inconsequential information," and "chirps from birds." That was the purpose of this tool. Although it was originally intended for exchange of short messages in a small group of family or friends, the tool opened up an opportunity for large scale tweets, which could be received by the followers either through internet or on the mobile phone. (Source:Wikipedia)

Presently, Twitter is rated as one of the top 50 sites in the world. Twitter had more than 23 Million unique visitors during July 2009 (growth rate at 950% over one year).

While Face book had 122 million unique visitors during July 2009, LinkedIn had 13 million unique visitors (Source: www.compete.com)

It is estimated that more than 2 million tweets are posted every day. Tweespeed estimated 17392 tweets per minute on 25ᵗʰ August 2009. (See picture) (www.tweespeed.com)
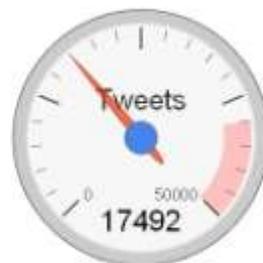
Inspiring Quote from Dr Abdul Kalam

Unique You

Dear friends, Look up, what do you see – the light, the electric bulbs. Immediately, our thoughts go to the inventor, Thomas Alva Edison, for his unique contribution, the invention of the electric bulb and his electrical lighting system.

When you hear the sound of an aeroplane going over your house, whom do you remember? Wright Brothers proved that man could fly, of course at heavy risk and cost.

Whom does the telephone remind you of? Alexander Graham Bell.

When everybody considered a sea travel as an experience or a voyage, a unique person questioned during his sea travel from United Kingdom to India. He was pondering on why the horizon where the sky and sea meet looks blue? His research resulted in the phenomenon about scattering of light. And Sir C V Raman was awarded Nobel Prize for his contribution.

Do you know of an Indian mathematician who did not have formal higher education but had inexhaustible spirit and love for mathematics which took him to contribute to the treasure houses of mathematical research – some of which are still under serious study and engaging all available world mathematicians' efforts to establish formal proofs? He was a unique Indian genius who could melt the heart of the most hardened and outstanding Cambridge mathematician, Prof G H Hardy. In fact, it is not an exaggeration to say that it was Prof. Hardy who discovered a great mathematician in number theory, Srinivasa Ramanujan and introduced him to the world.

Friends, I have so far met 21.5 million youth in a decade's time. I learnt, "every youth wants to be unique, that is, YOU! But the world all around you, is doing its best, day and night, to make you just "everybody else". In the home, dear young fellows, you are asked by your parents to be like neighours' children for scoring good marks. When you go to school, your teachers say "Why don't you be like the first five rankers in the class". Wherever you go, people say "you have to be somebody else or everybody else". Now dear young friends, how many of you would like to be a unique You.

The challenge, my young friends, is that you have to fight the hardest battle, which any human being can ever imagine to fight; and never stop fighting until you arrive at your destined place, that is, a UNIQUE YOU! Friends what will your tools be to fight this battle? They are: have a great aim in life, continuously acquire knowledge, work hard and persevere to realise the great achievement.
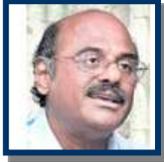
Source: www.abdulkalam.com

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Awards